

Fig. 1

FIGURE 2: MOBILE COMMUNICATIONS

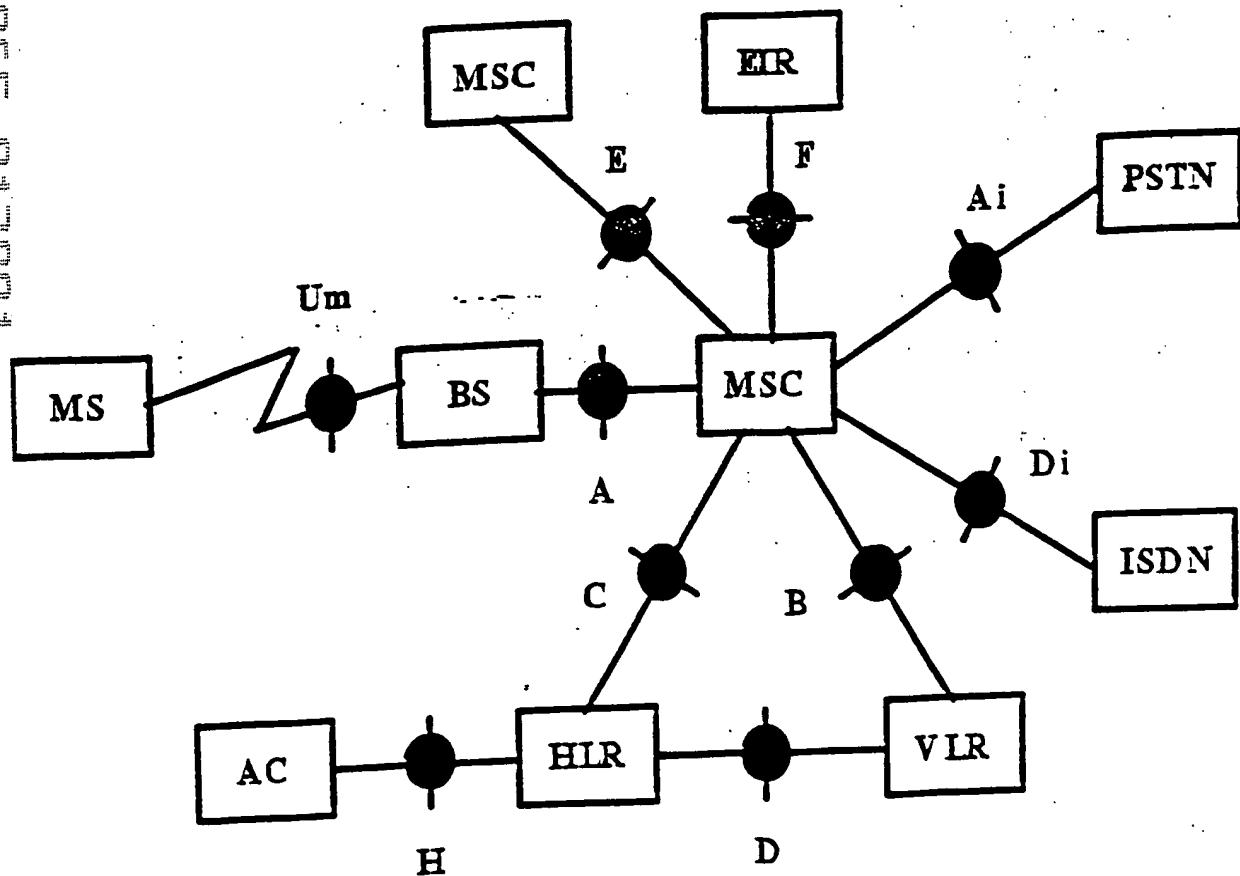


Fig. 2

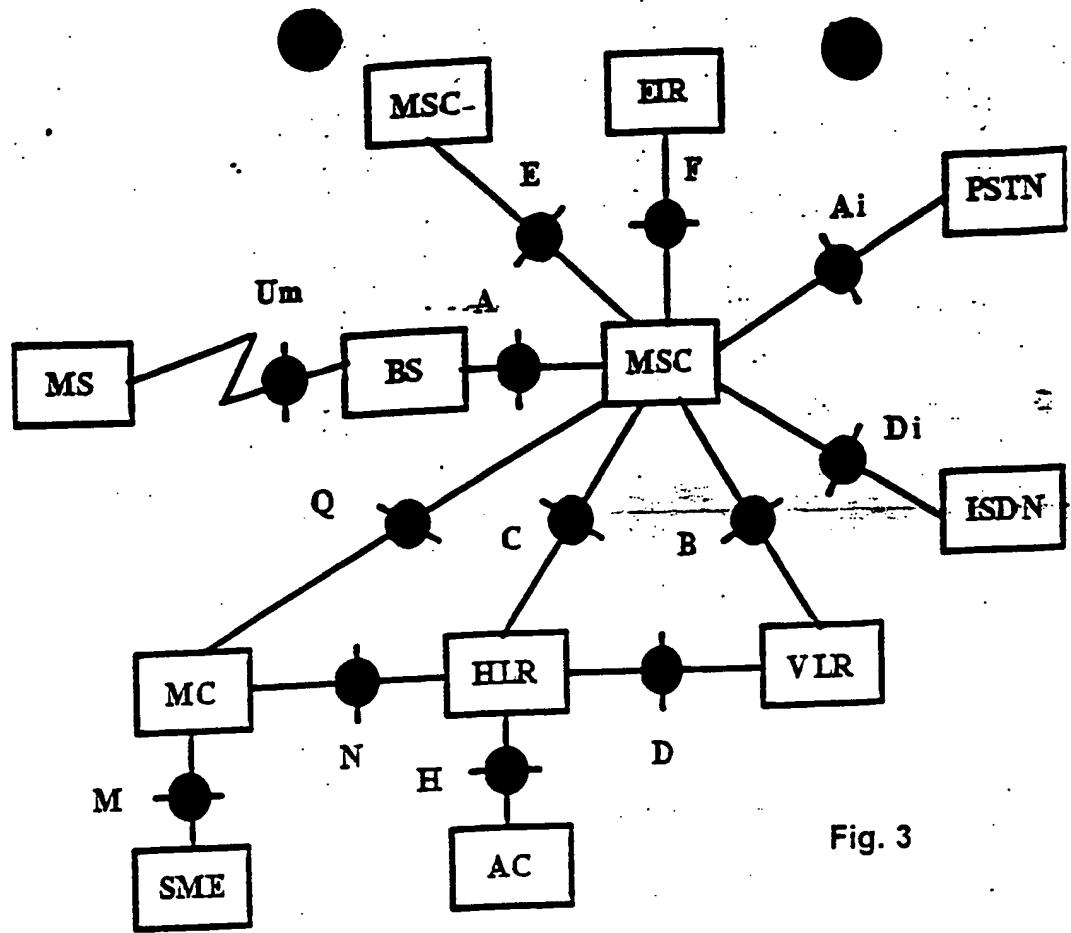


Fig. 3

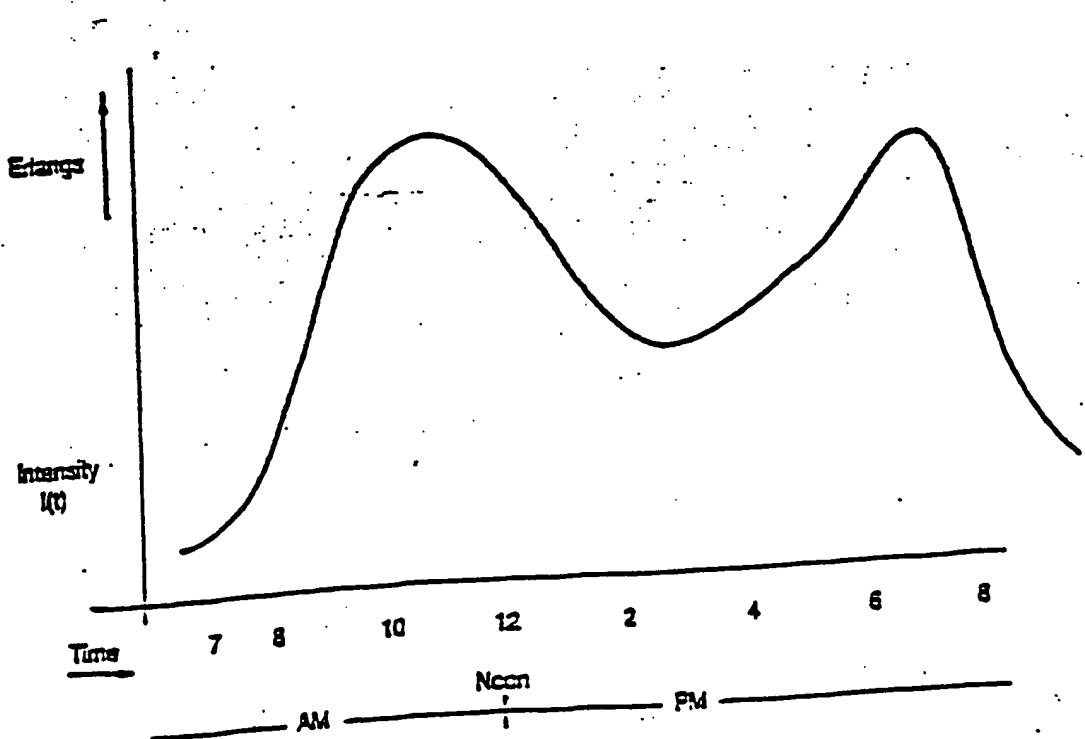


Fig. 4

BNA Usage (9/00)

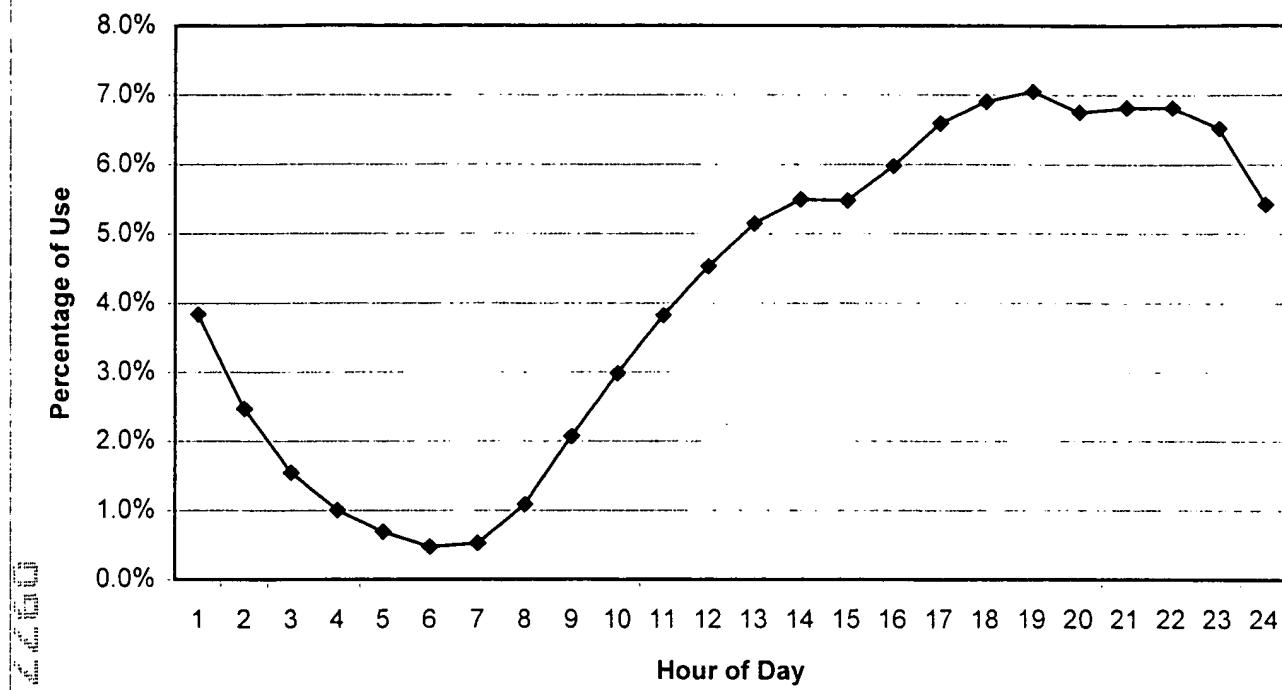


FIG. 5

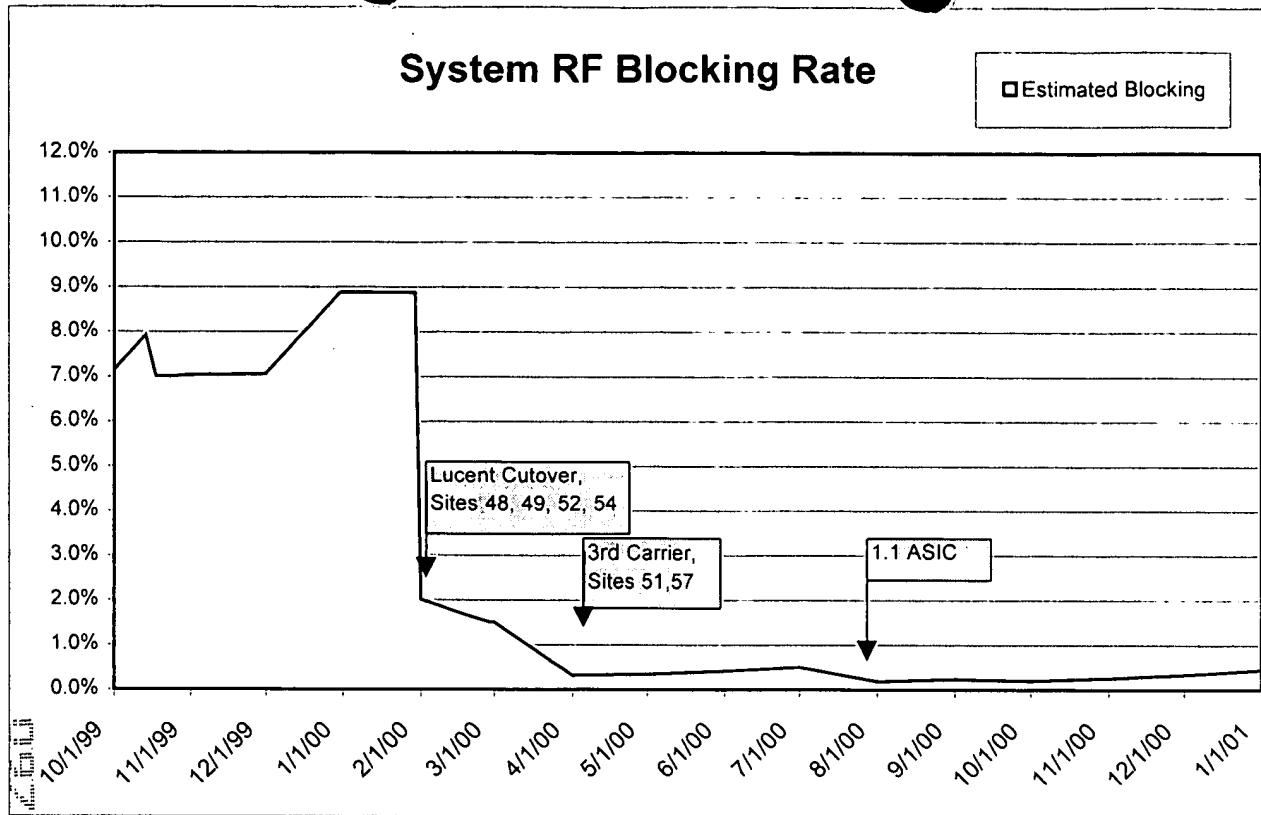


FIG. 6

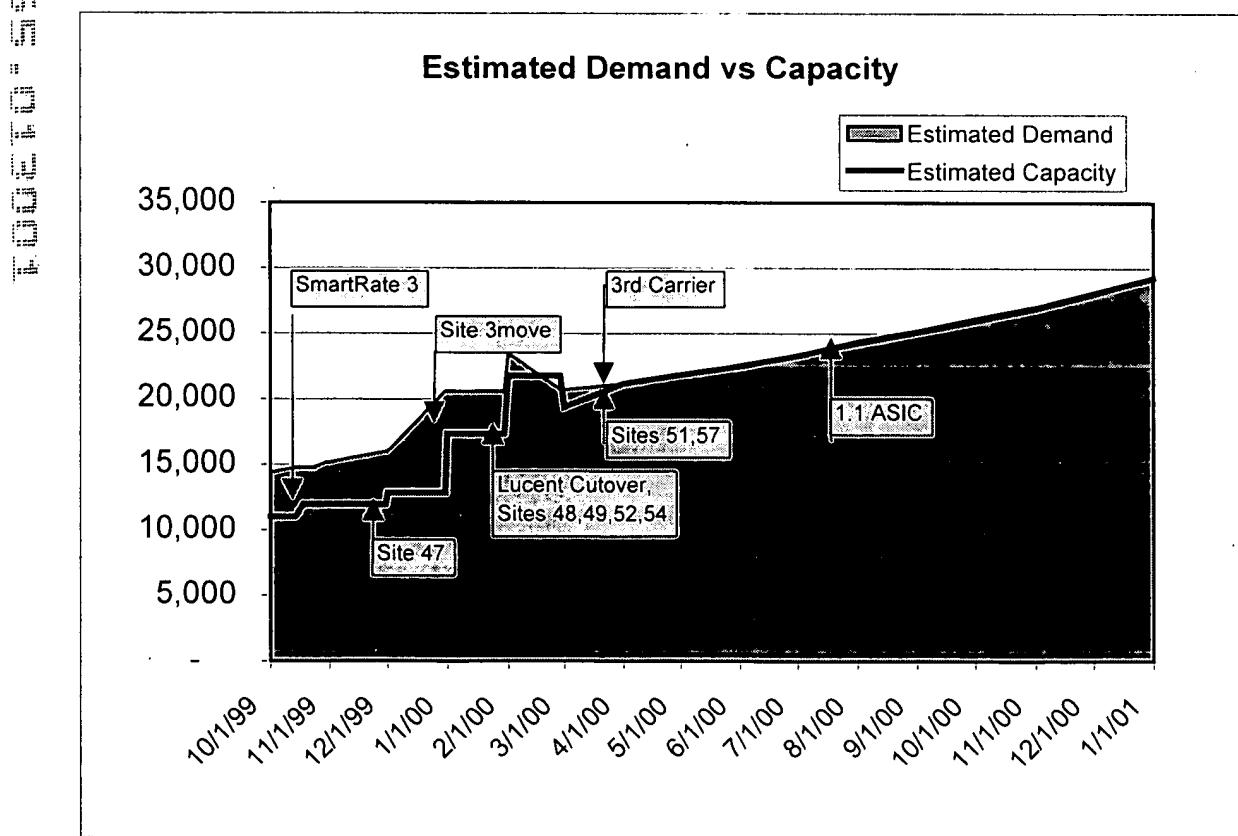


FIG. 7

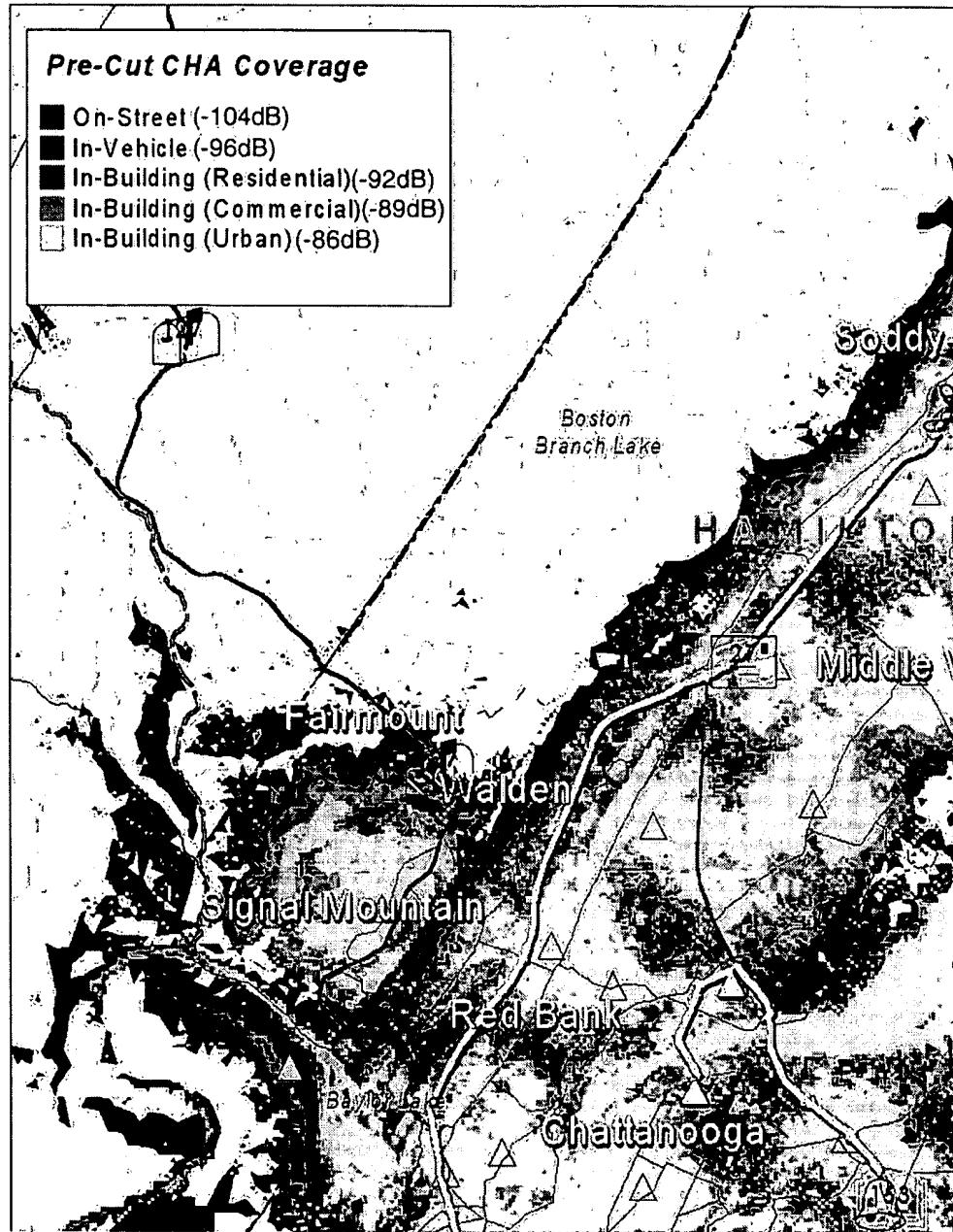


FIG. 8A

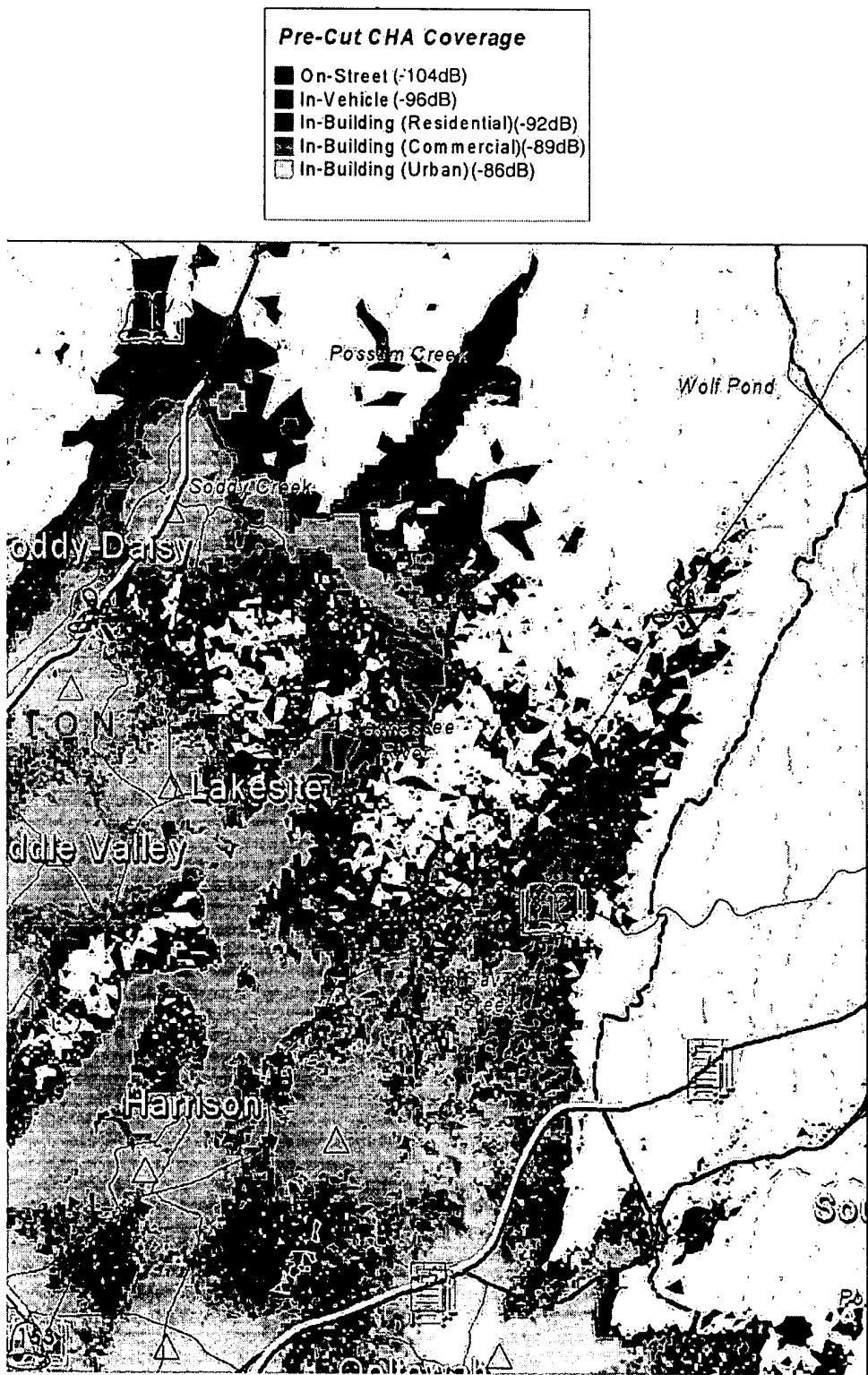


FIG. 8B

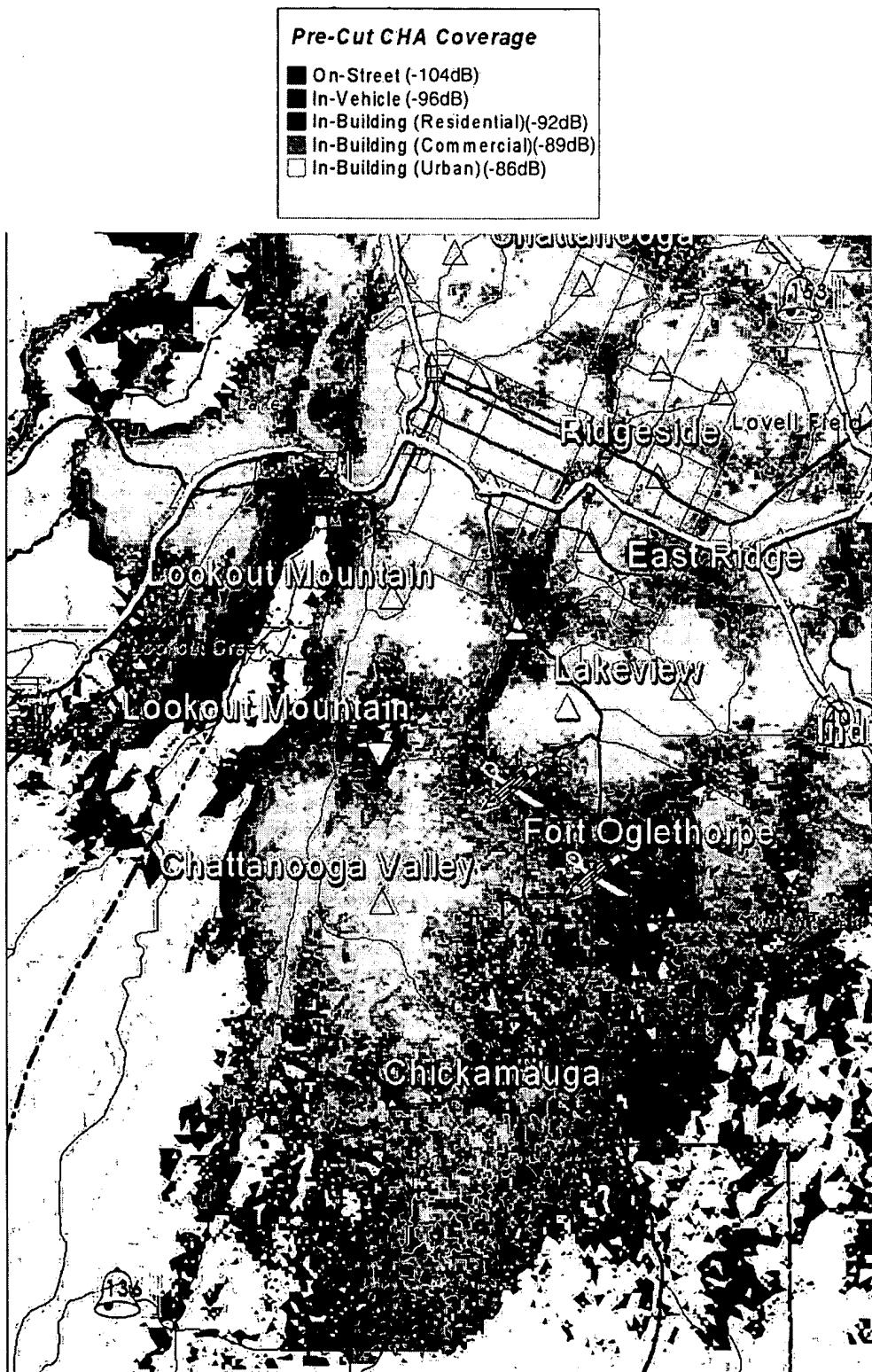


FIG. 8C

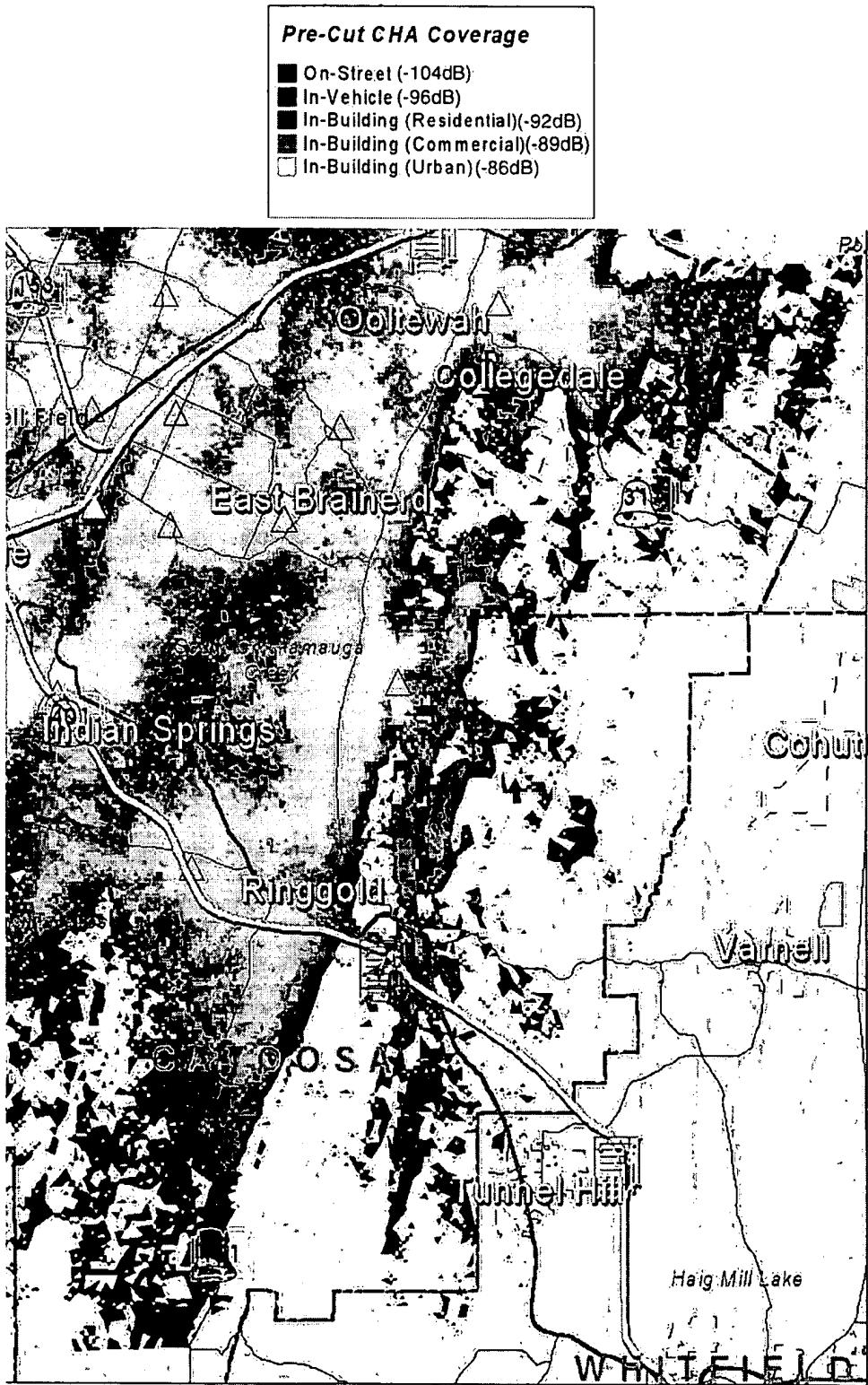


FIG. 8D

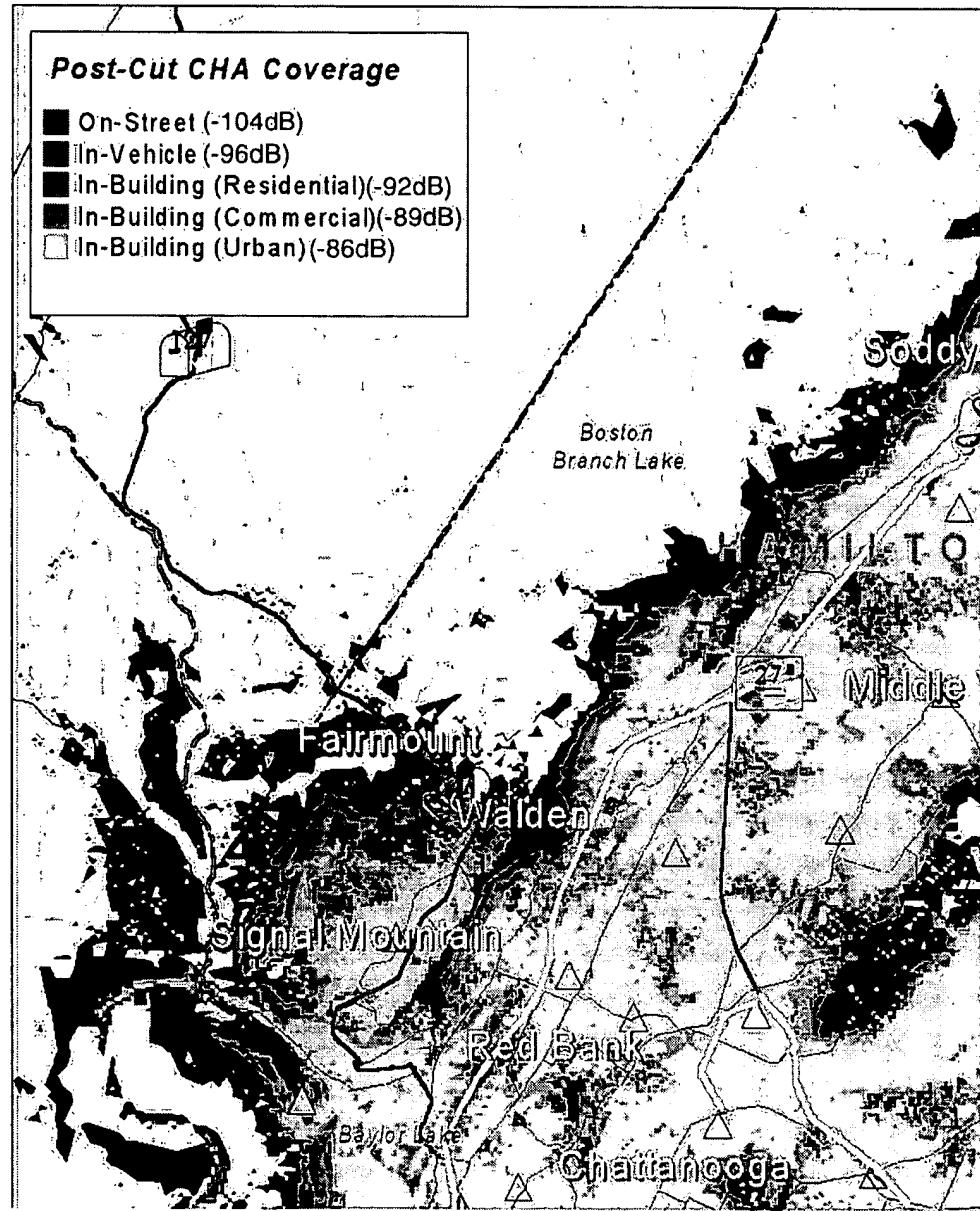


Fig. 9A

Post-Cut CHA Coverage

- On-Street (-104dB)
- In-Vehicle (-96dB)
- In-Building (Residential)(-92dB)
- In-Building (Commercial)(-89dB)
- In-Building (Urban)(-86dB)

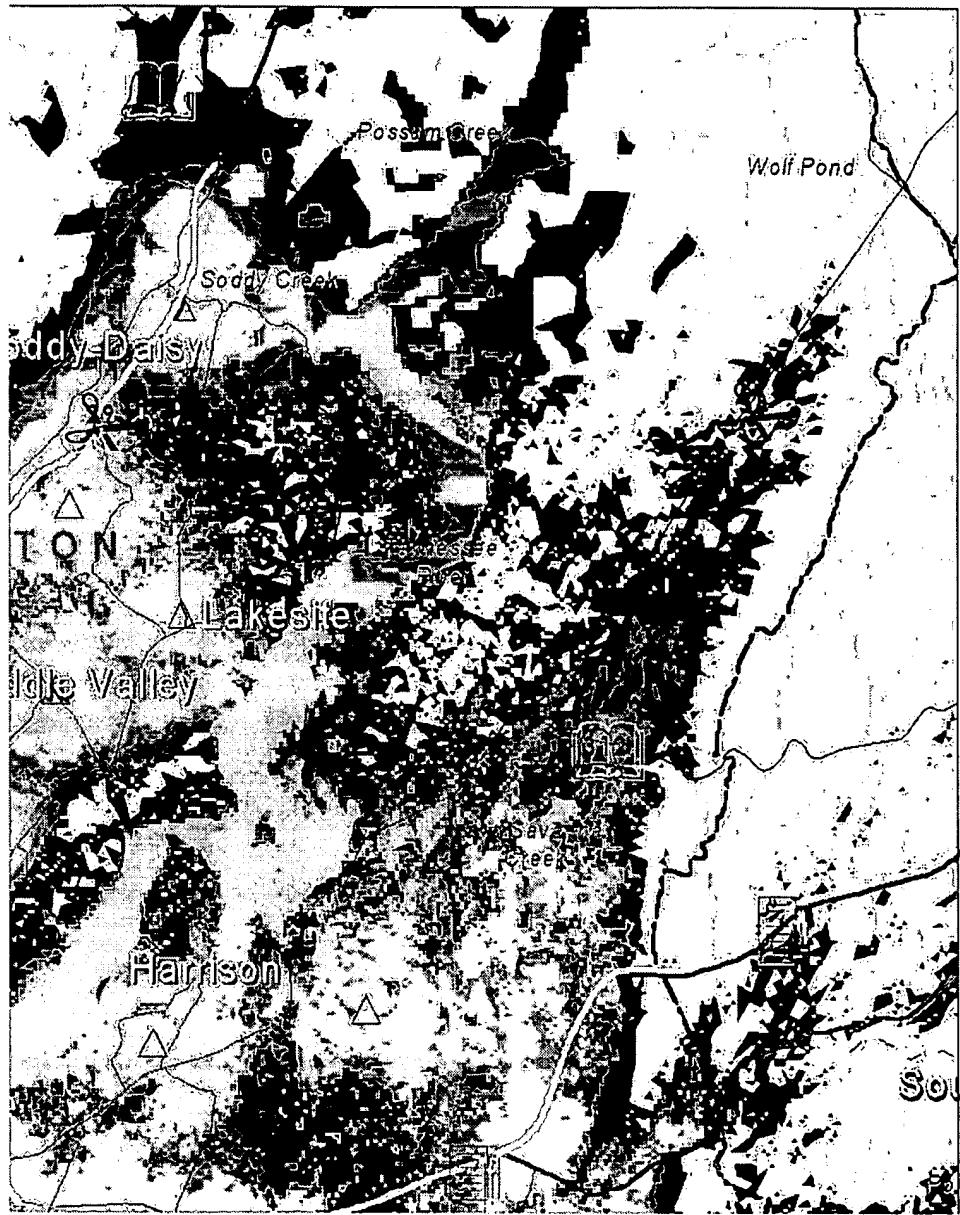


FIG. 9B

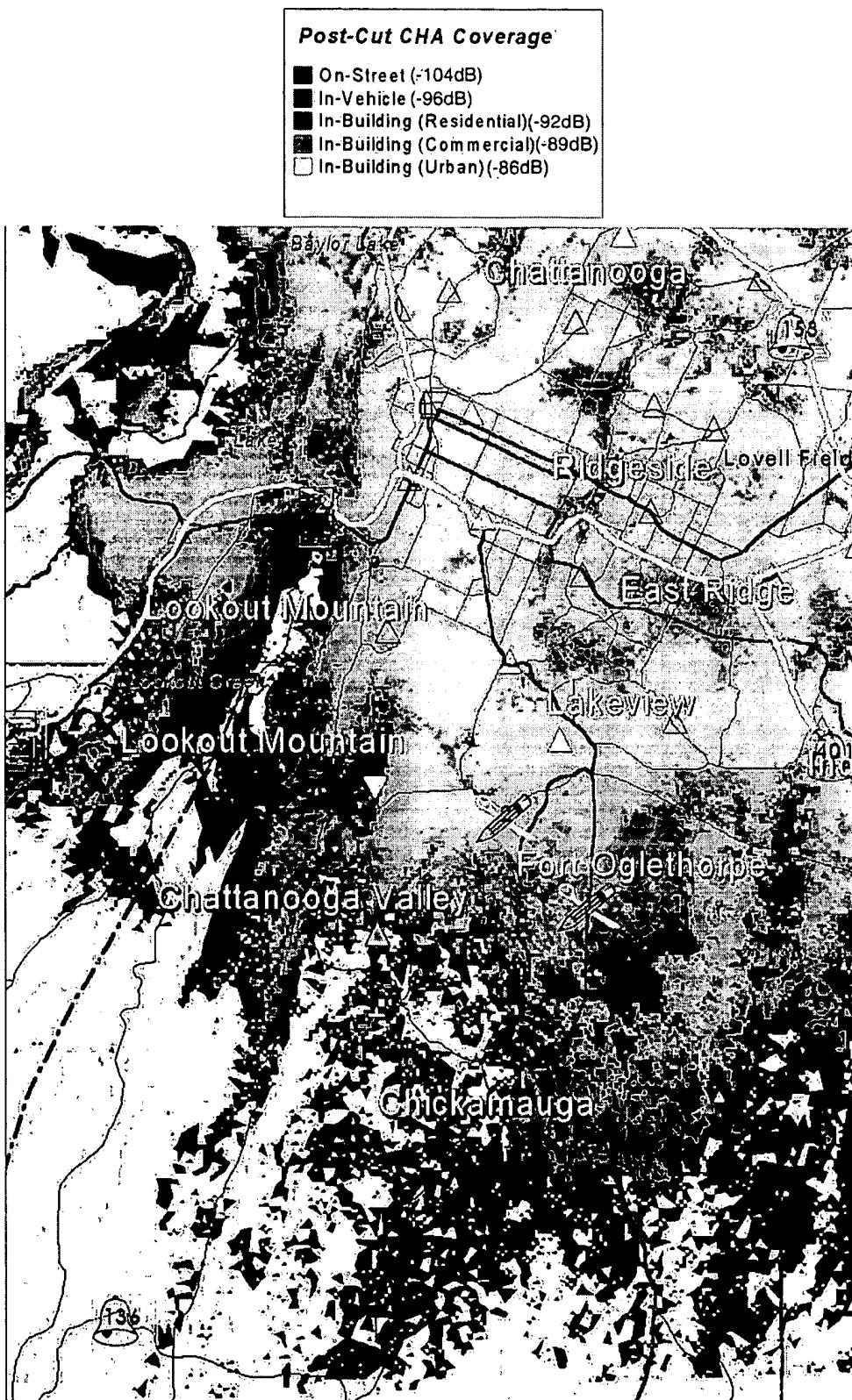


FIG. 9C

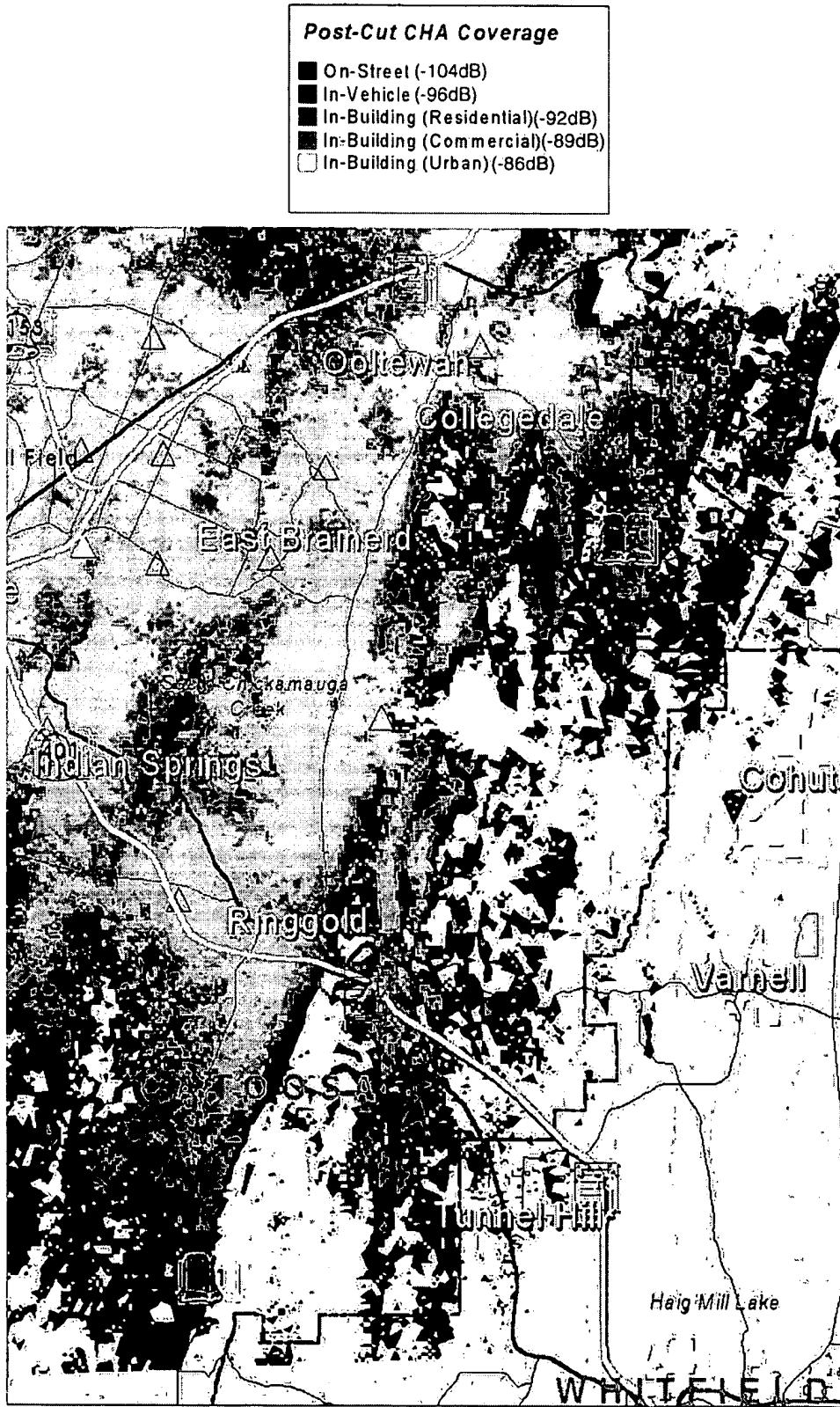


FIG. 9D

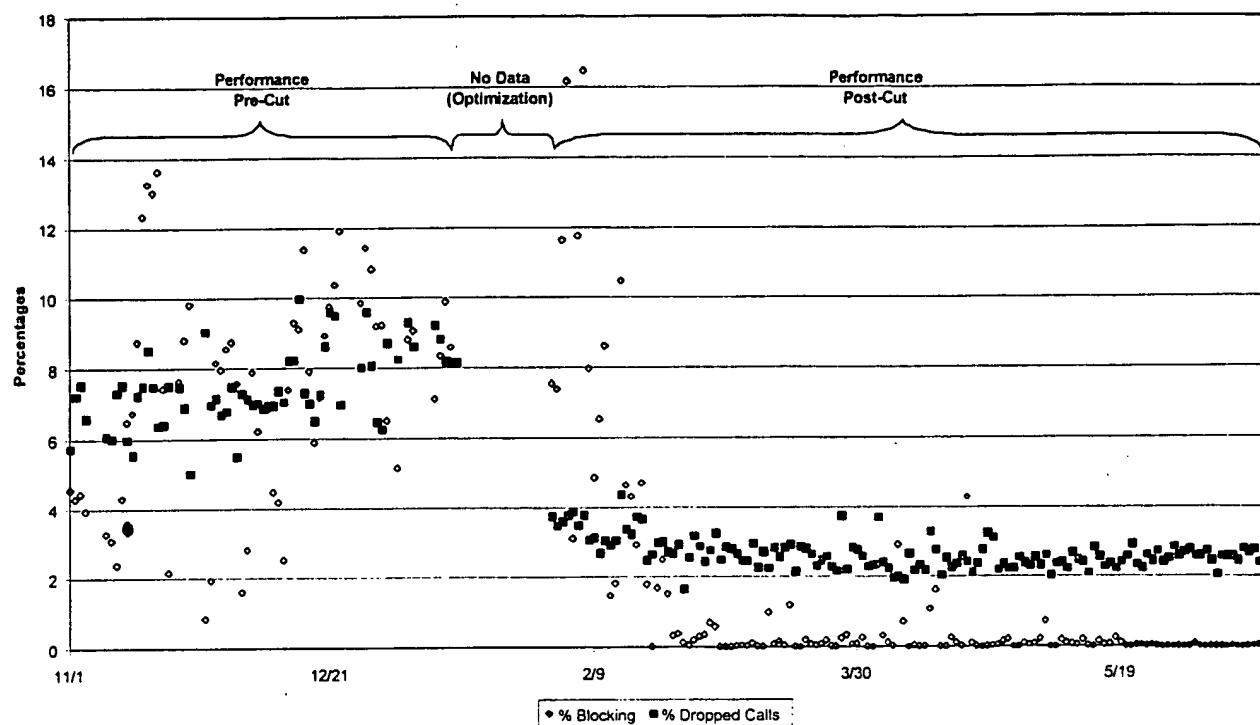


FIG. 10 a

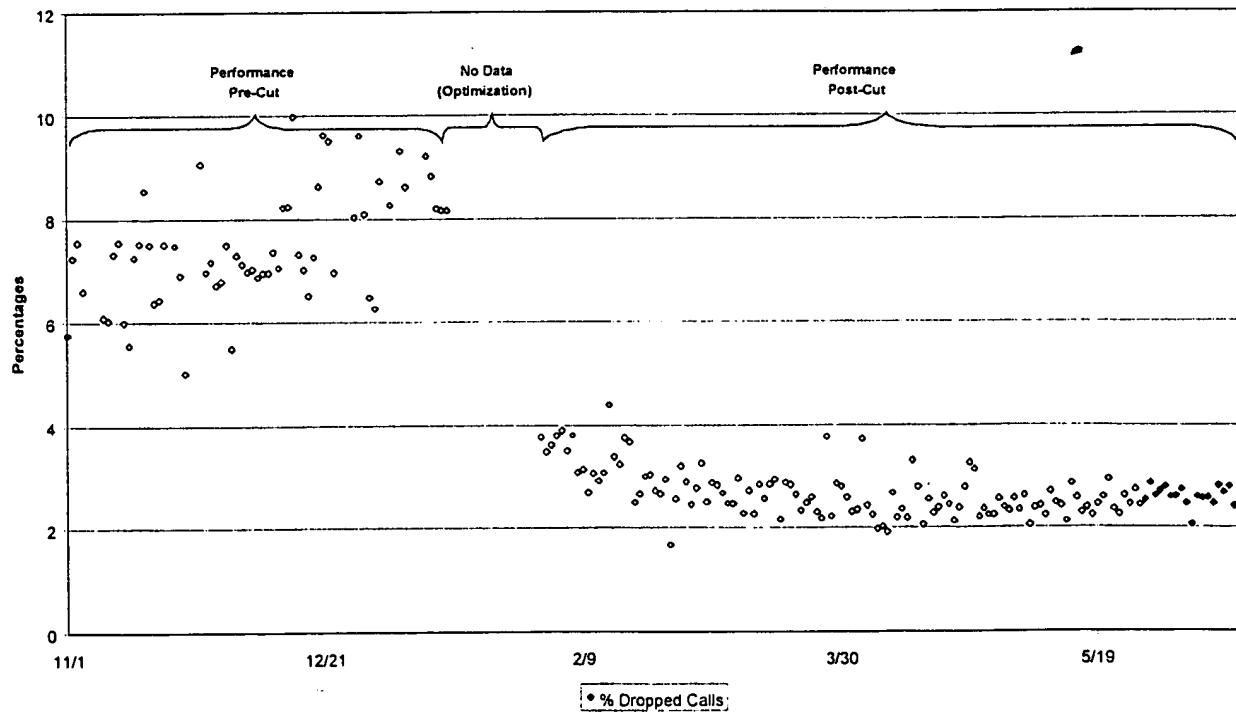


FIG. 10 b

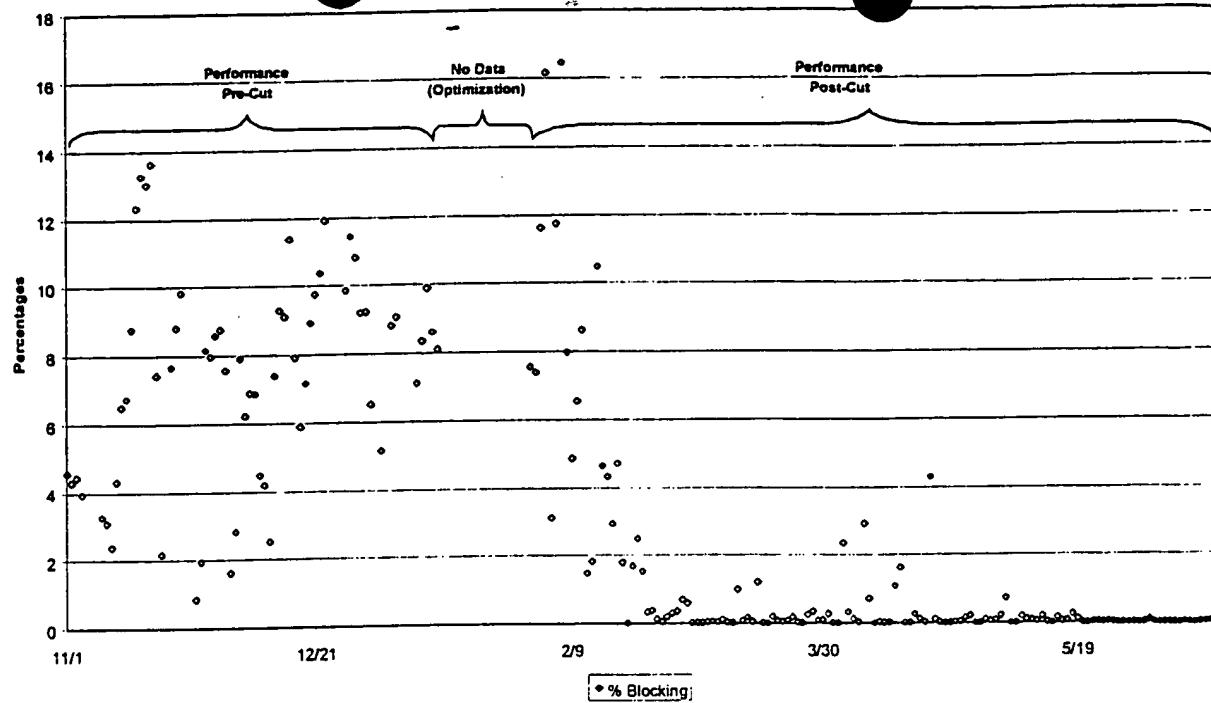


Fig. 10C

Performance Pre-Cut

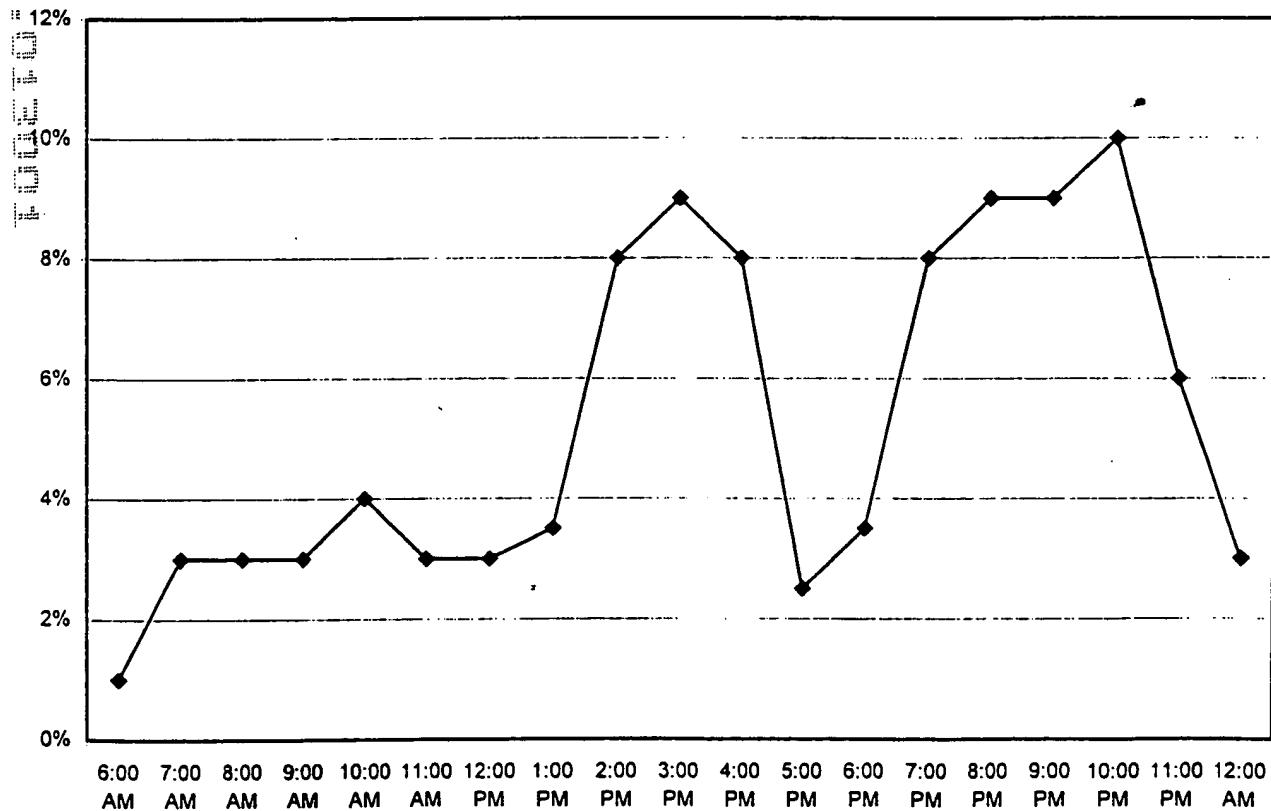


Fig. 11

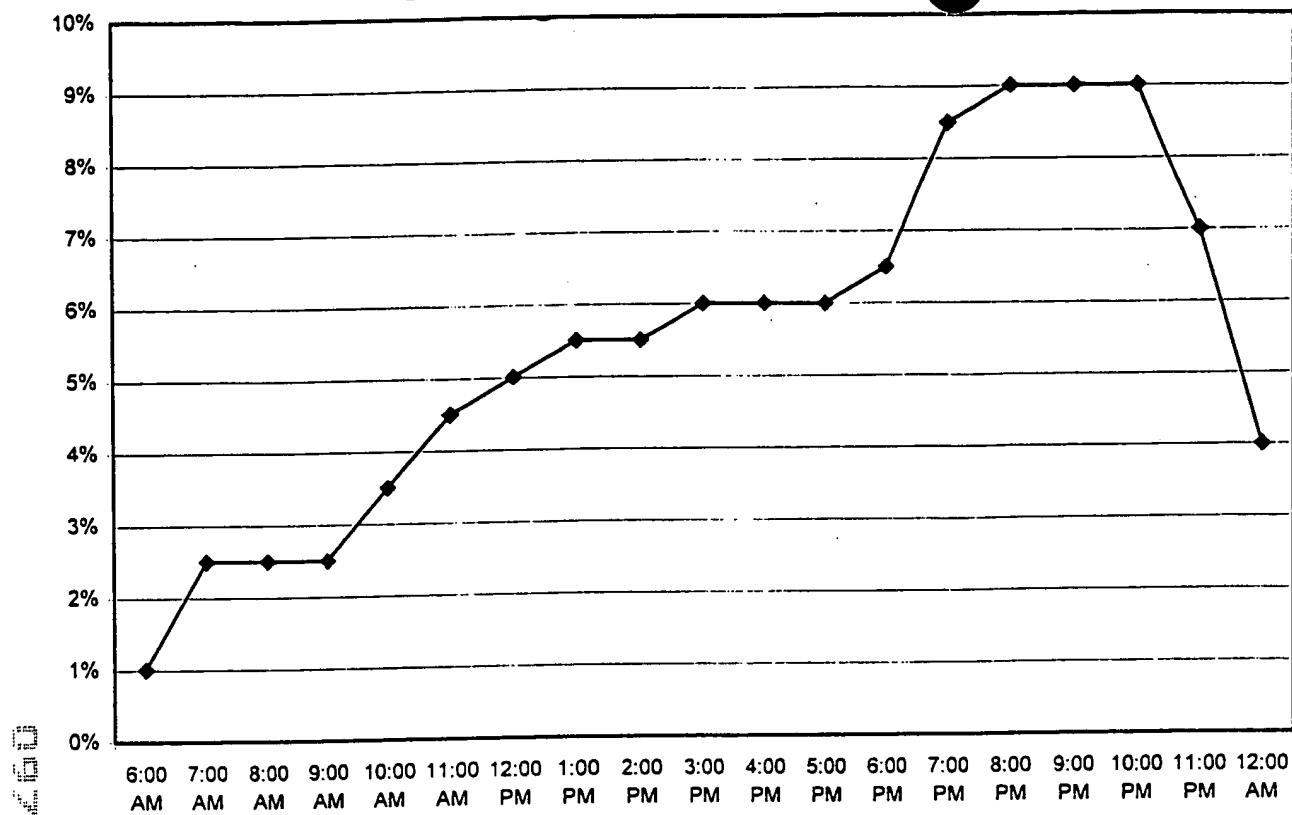


Fig. 12

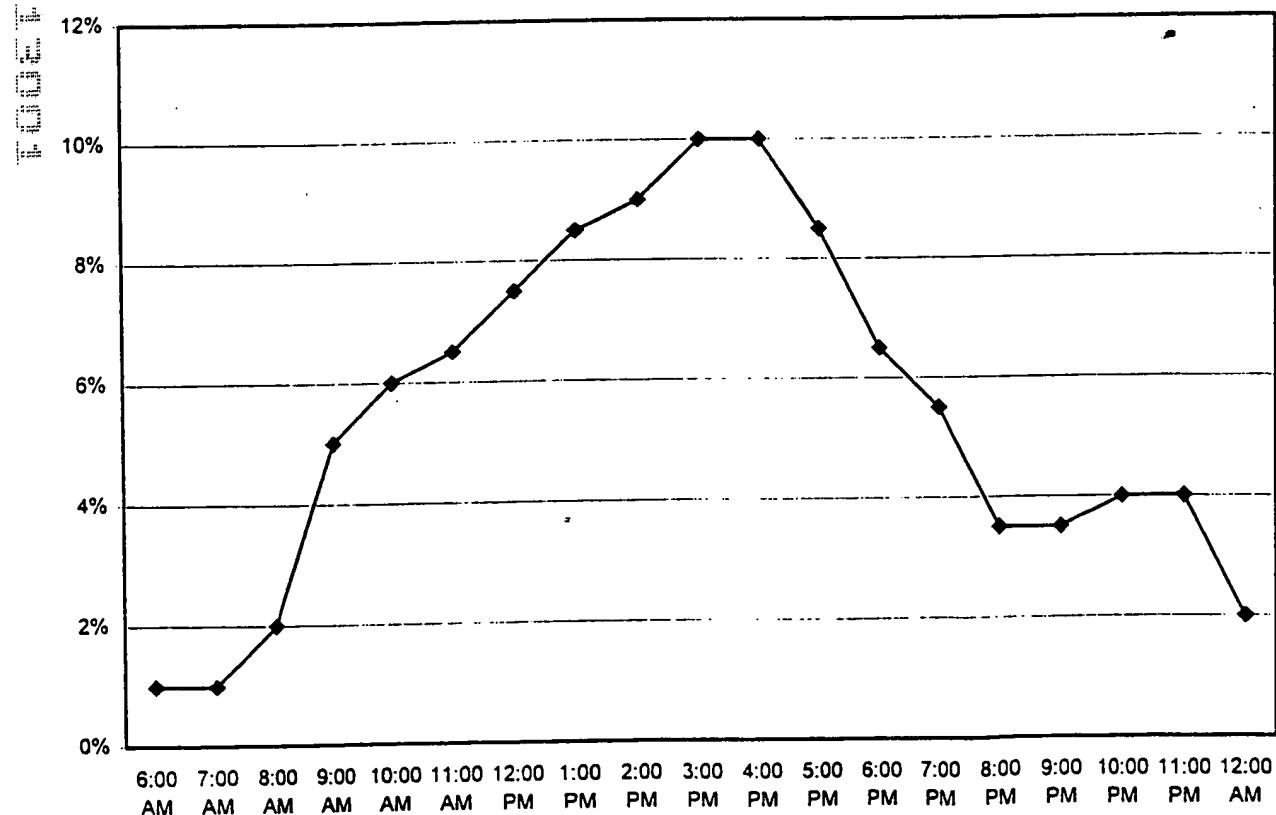


Fig. 13

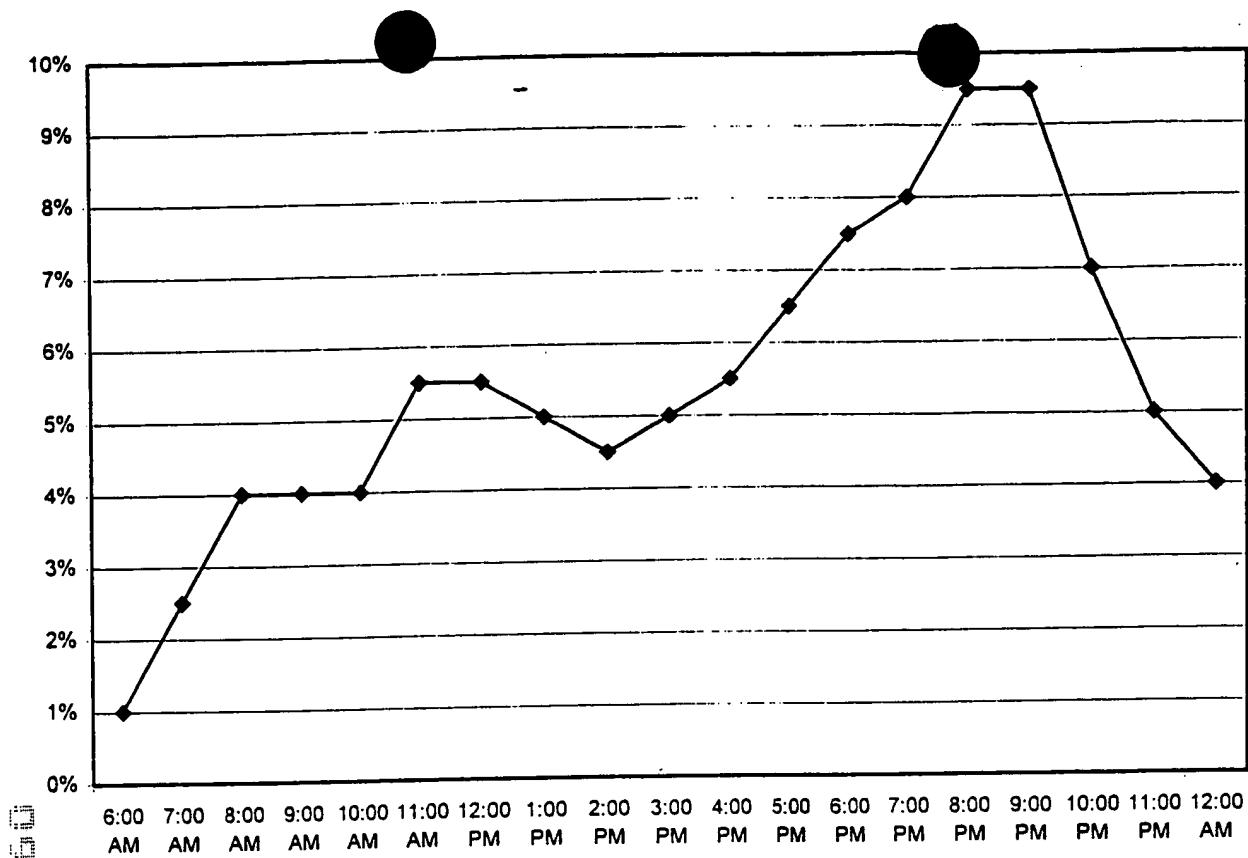


Fig. 14

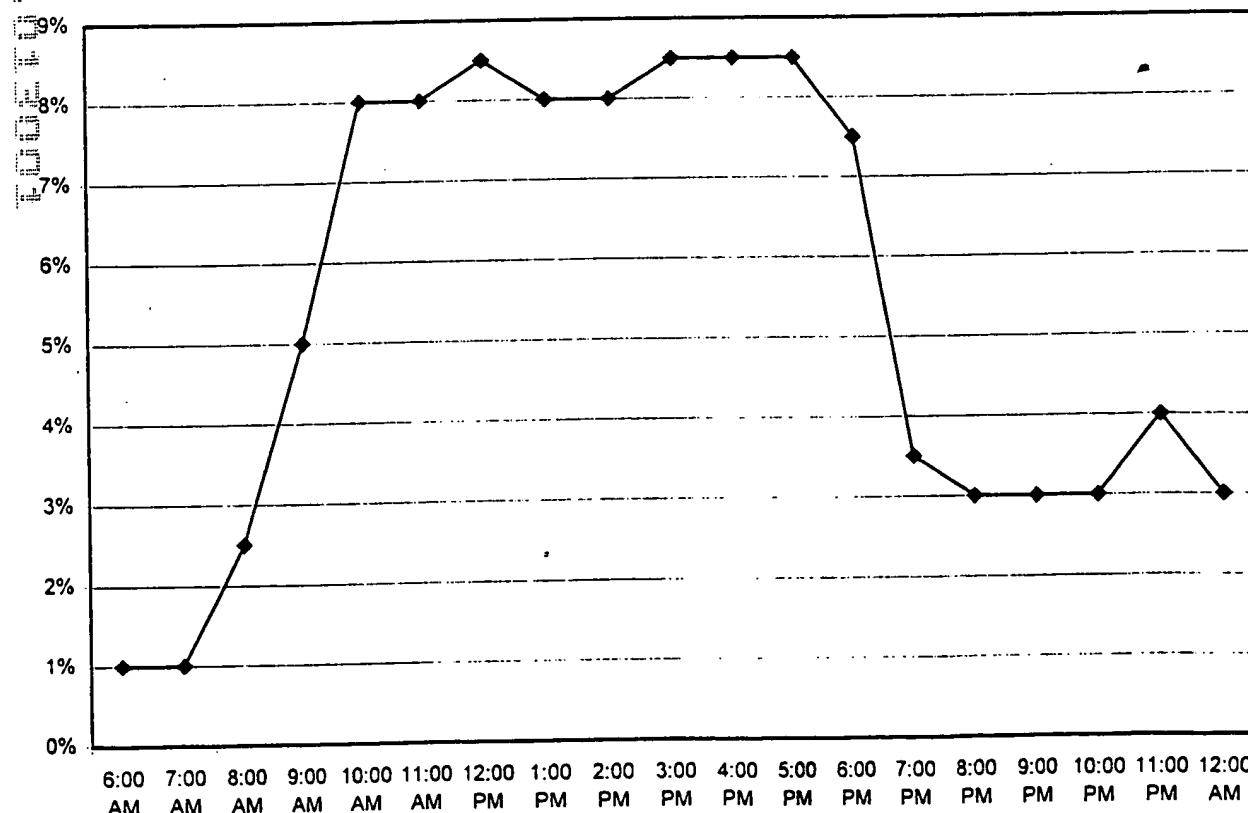


Fig. 15

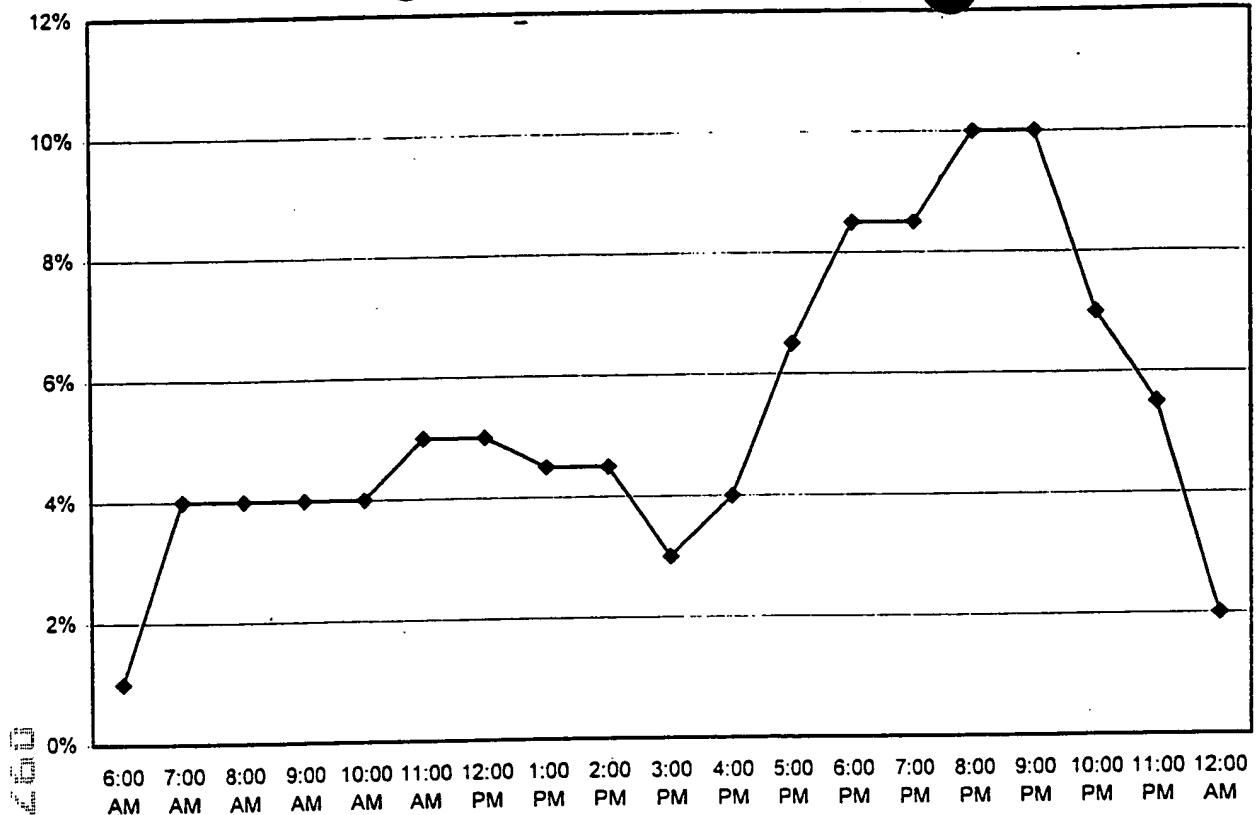


Fig. 16

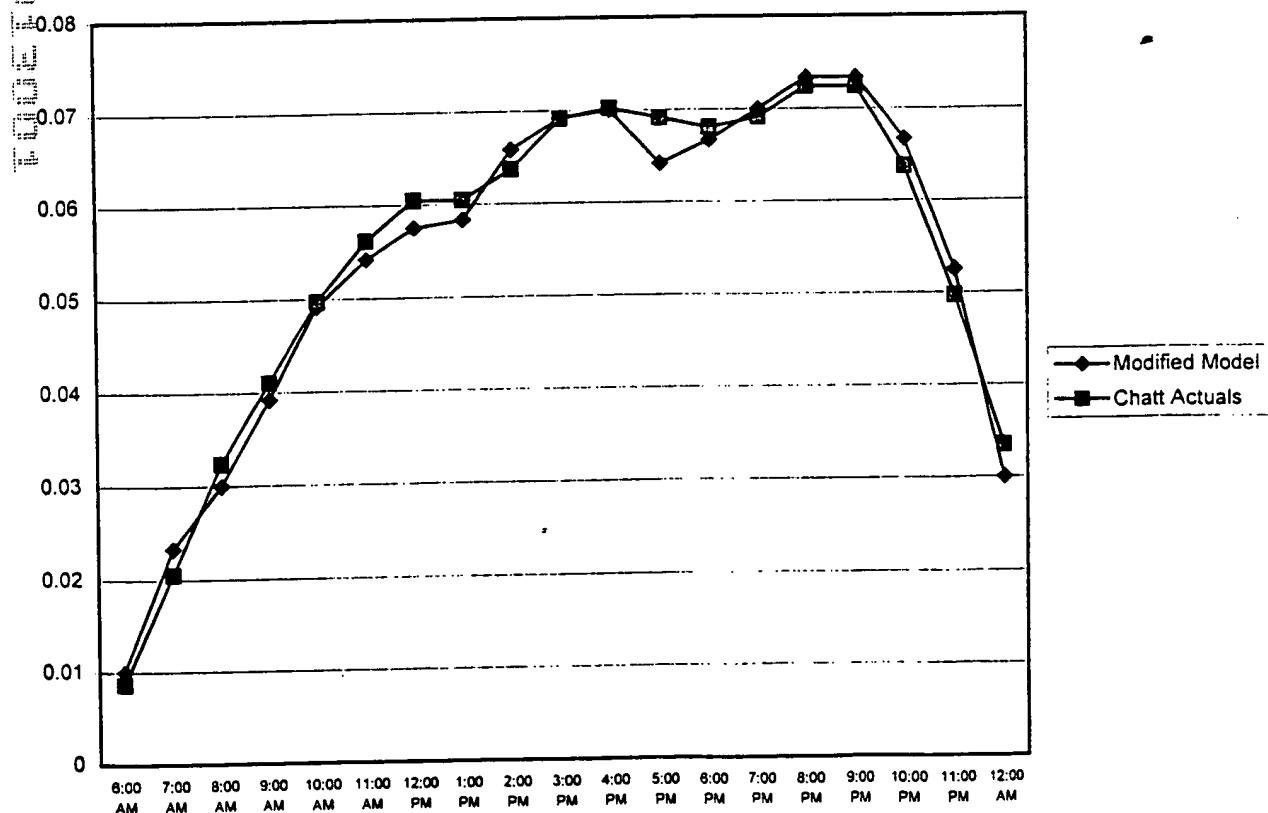


Fig. 17

Proof of Concept

Chattanooga

Cricket was EBITDA break-even in Chattanooga at 12 months

7.7% Penetration	12 months	5 years
	24,000 customers	
	as of 2/29/00	
Costs in First Year		
Cost per Gross Add	<\$230	\$550
Support costs/Average Sub	\$5.60	\$11.45
Operations cost/MOU	\$0.013	\$0.039

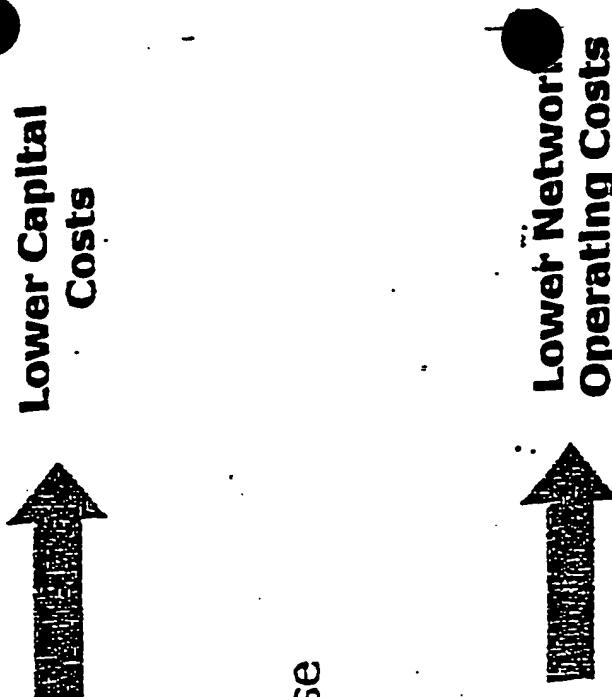
Fig. 18

Capital Utilization

	Year From System Launch					
	1	2	3	4	5	10
	(In Thousands of Dollars)					
Cummulative Anticipated Capital Expenditure Per Subscriber (Average)						
PowerTel (GSM)	9,516	4,613	2,528	1,689	1,280	692
Sprint (CDMA)	19,367	4,349	1,860	954	729	586
Present Invention	2,354	2,628	1,949	1,183	877	550
Capital Expenditure Per Erlang (Average)						
PowerTel (GSM)	278	163	98	70	56	33
Sprint (CDMA)	968	217	93	47	36	29
Present Invention	47	52	38	23	17	11

Fig. 19

Re-Engineering the Cost Structure



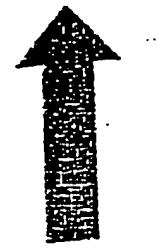
- Network Build-out
 - High capacity CDMA
 - Latest generation equipment
 - Efficient site loading
 - No underutilized roaming sites
 - Designed for residential calling patterns
 - Lower % peak usage
 - Capital requirement per customer 1/3 of typical PCS average in first year because of rapid customer acquisition
- Network Operations
 - Lower backhaul costs due to concentrated footprint
 - Favorable incoming/outgoing mix - lower interconnect cost
 - Elimination of roaming clearinghouse and anti-fraud costs

FIG. 2Dα

Re-Engineering the Cost Structure (cont'd)

■ Customer Acquisition

- Attractive value proposition sells easily
- Rapid, simple sales cycle
- Direct distribution - high volume
- Indirect distribution - no residuals or commissions
- No credit checks



Lower CPGA

■ Customer Service

- High capacity, high quality networks
- Simple monthly billing
- Low customer care costs - fewer billing disputes
- No bad debt, no fraud
- Clear statement of coverage area



Lower Back Office Costs

Fig. 20b

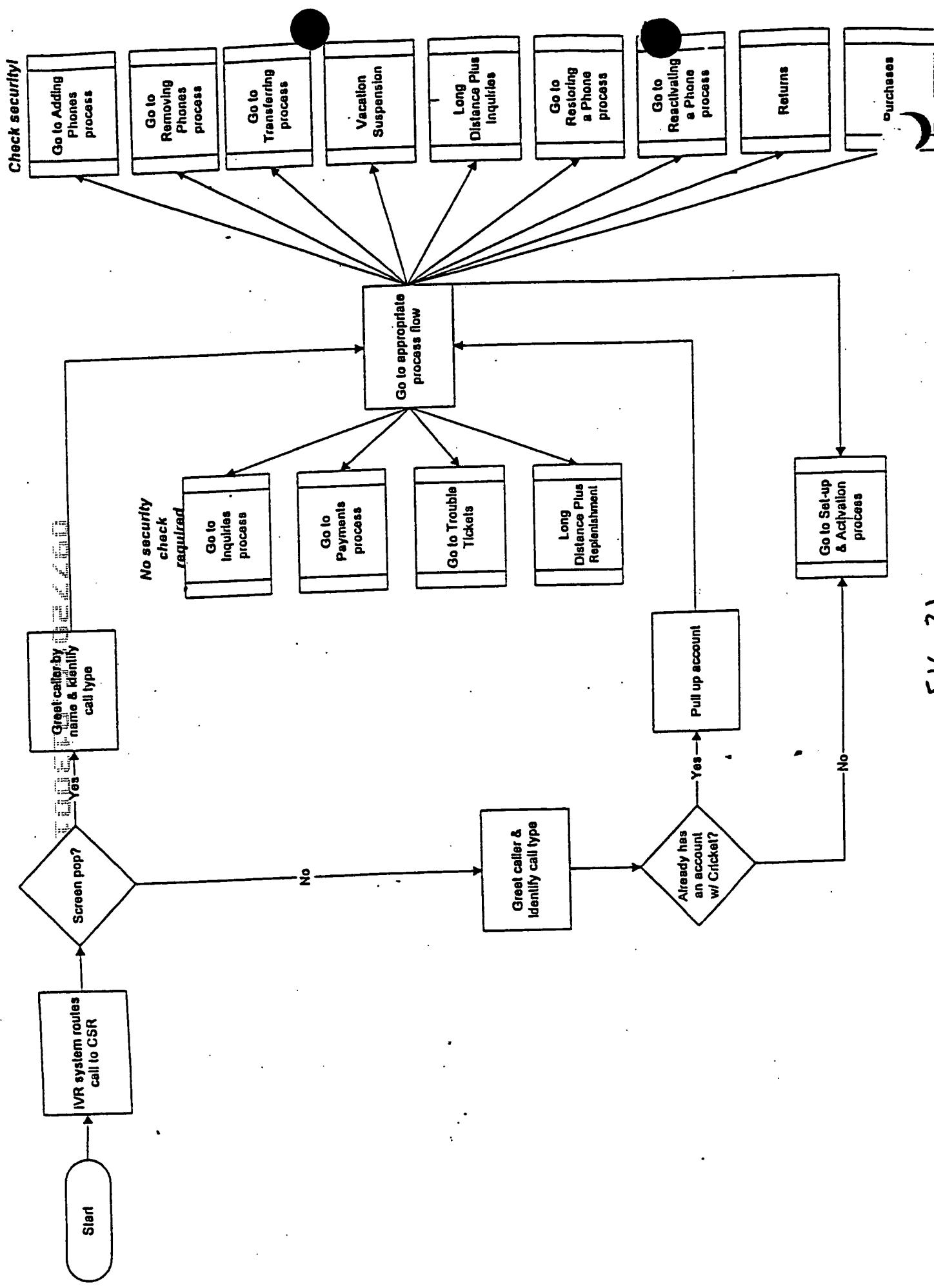


FIG. 21

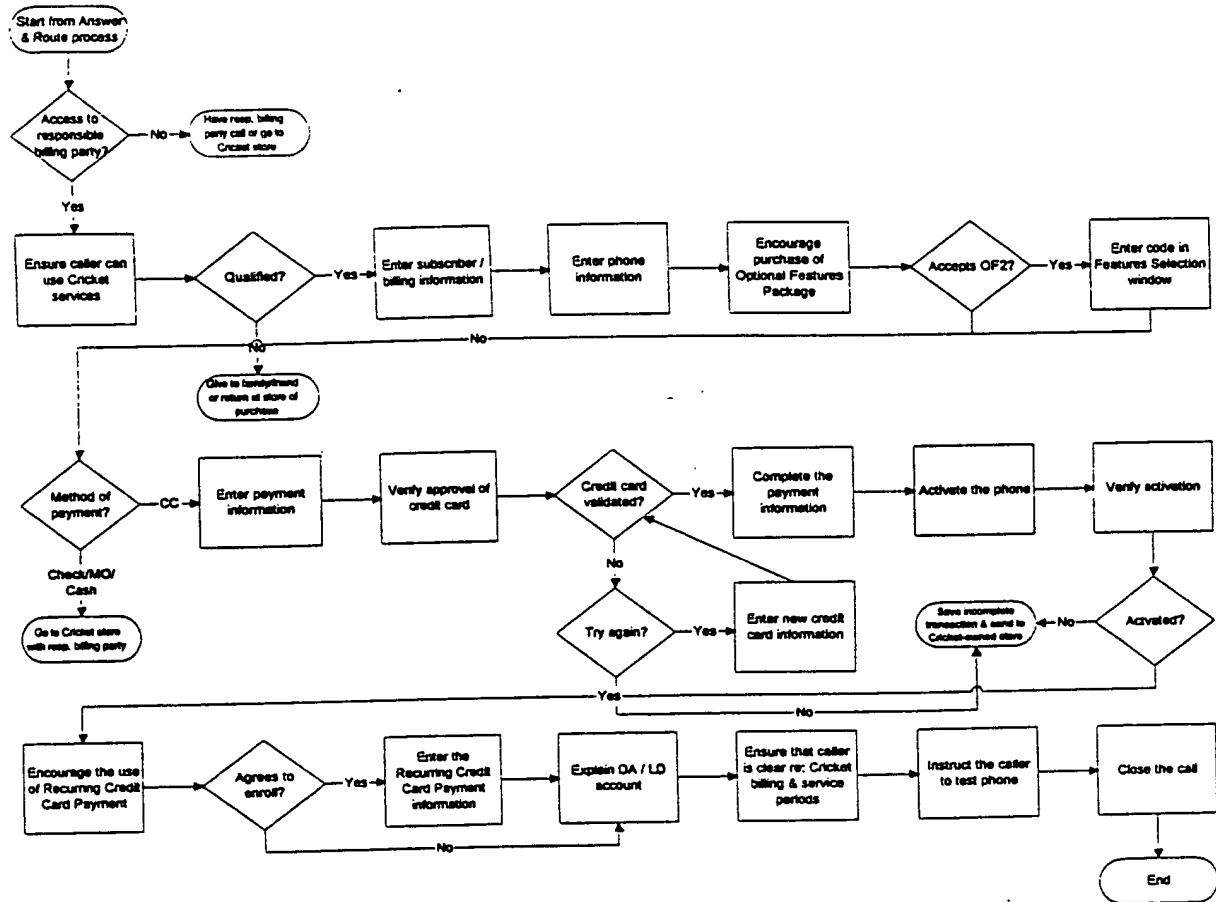


FIG. 22

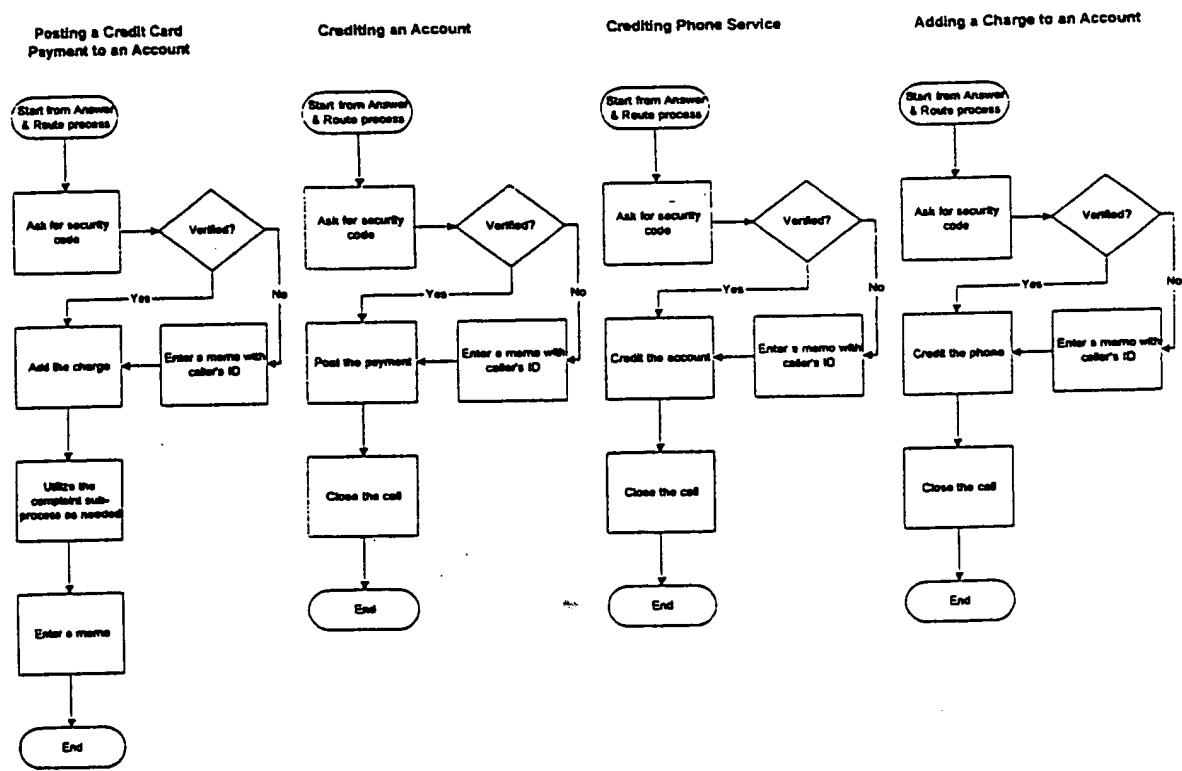


FIG. 23

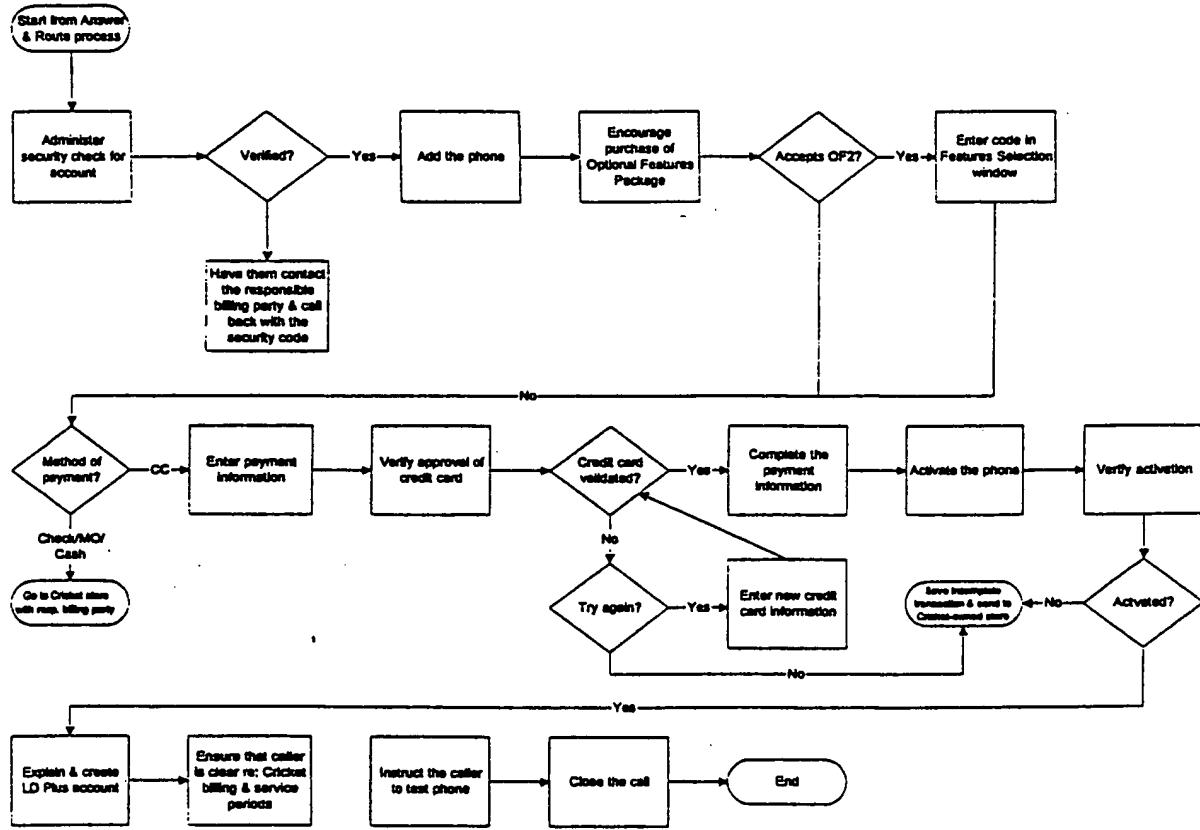


FIG. 24

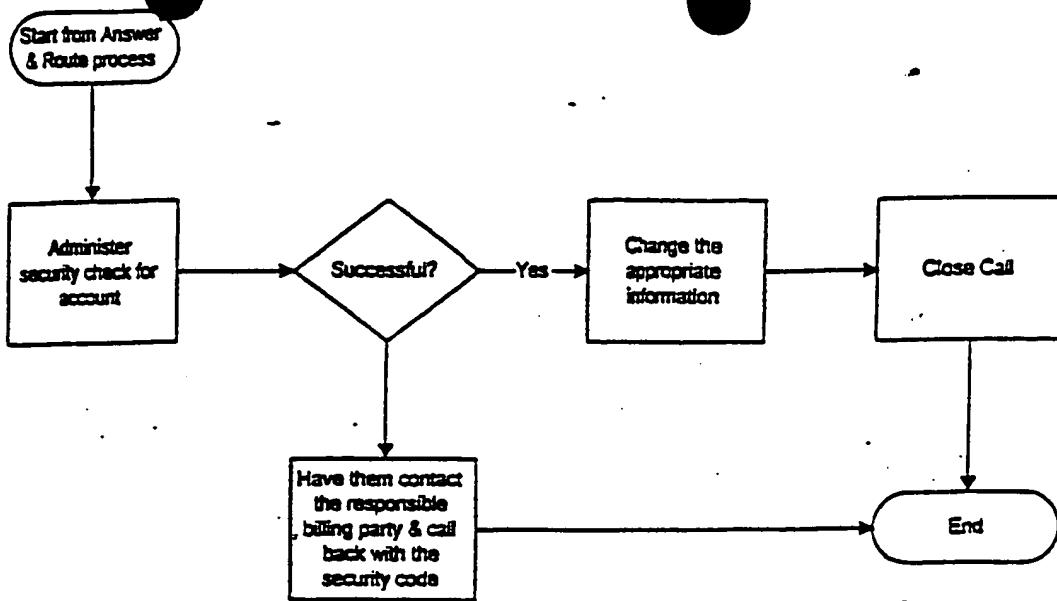


FIG. 25

2023/07/07 10:20:00

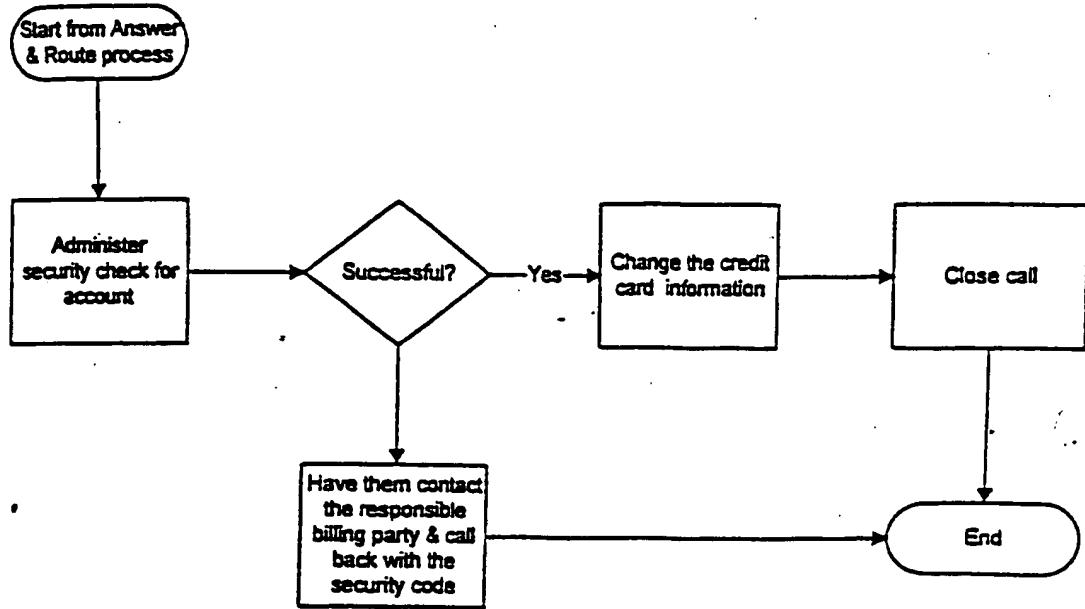


FIG. 27

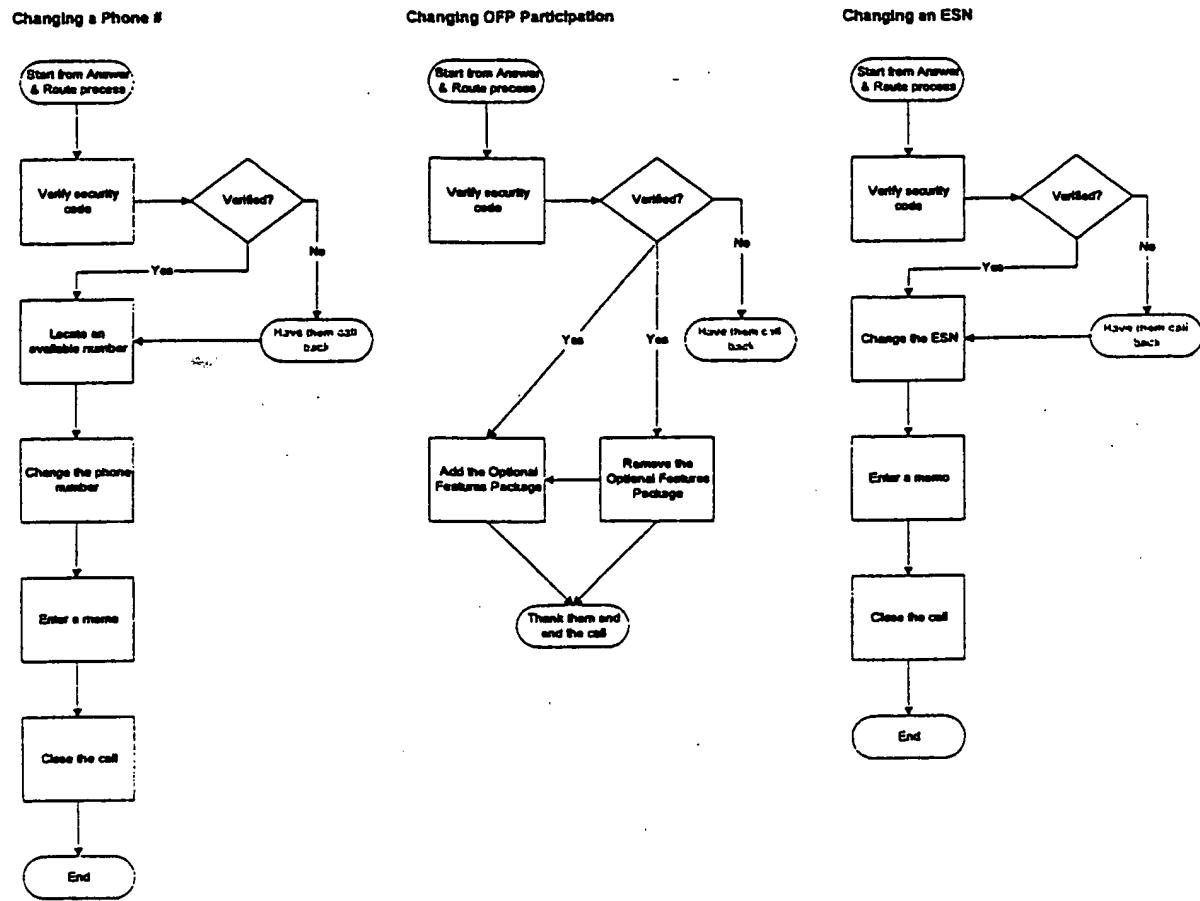


FIG. 26

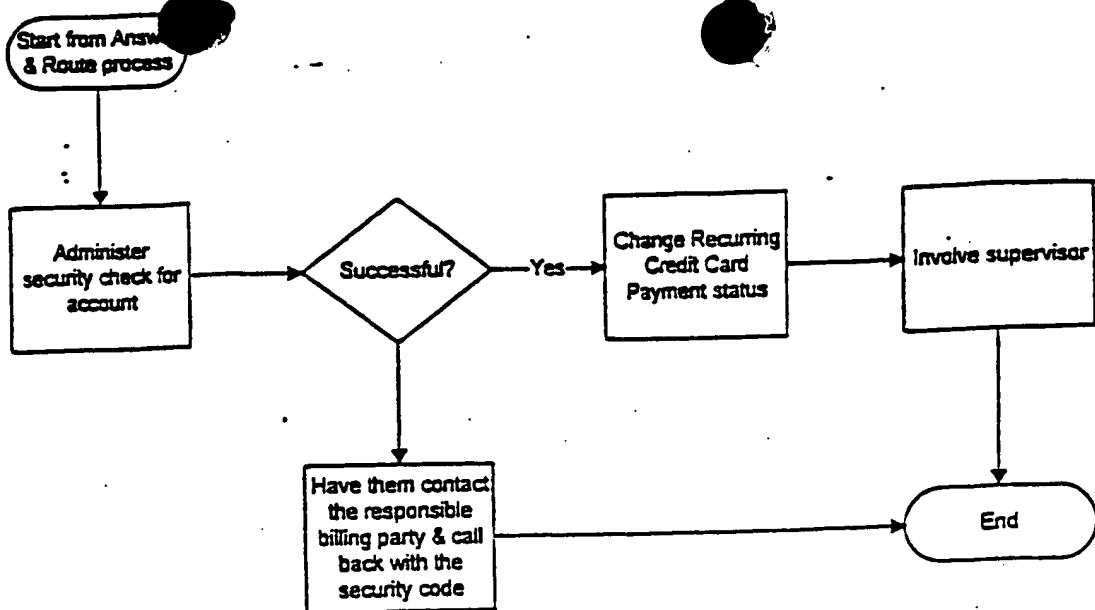


FIG. 28

7.000270-200222-00

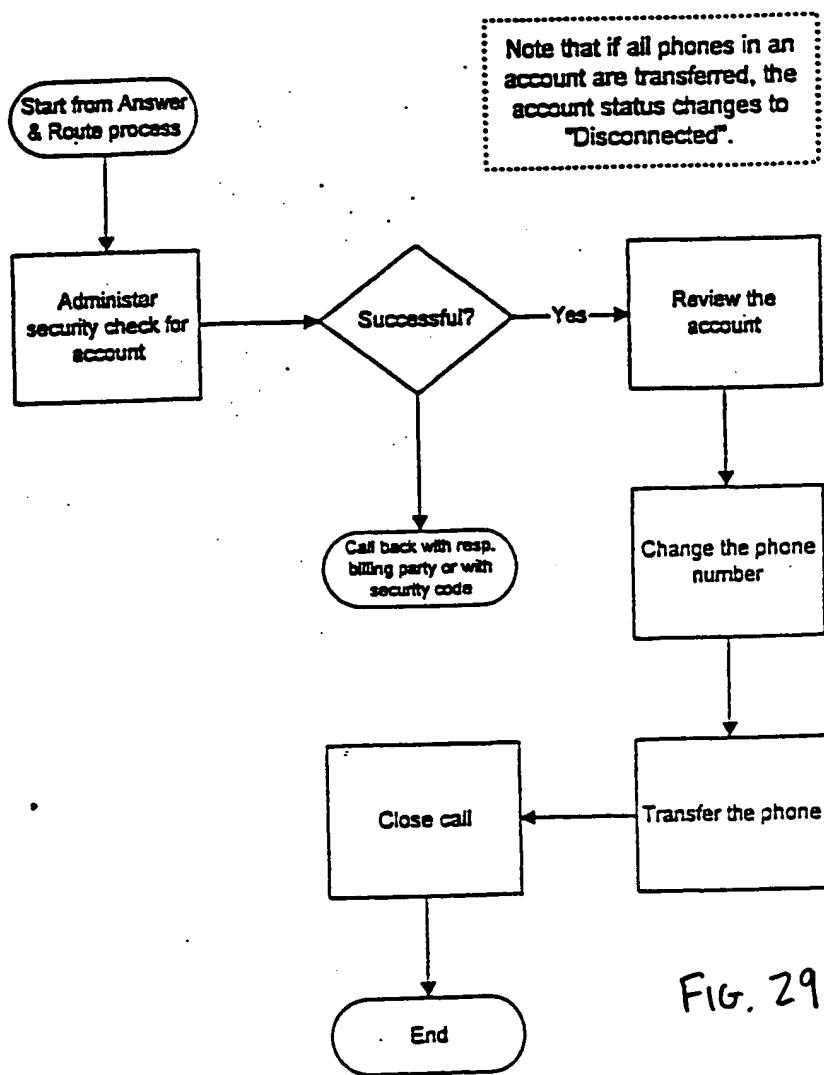


FIG. 29

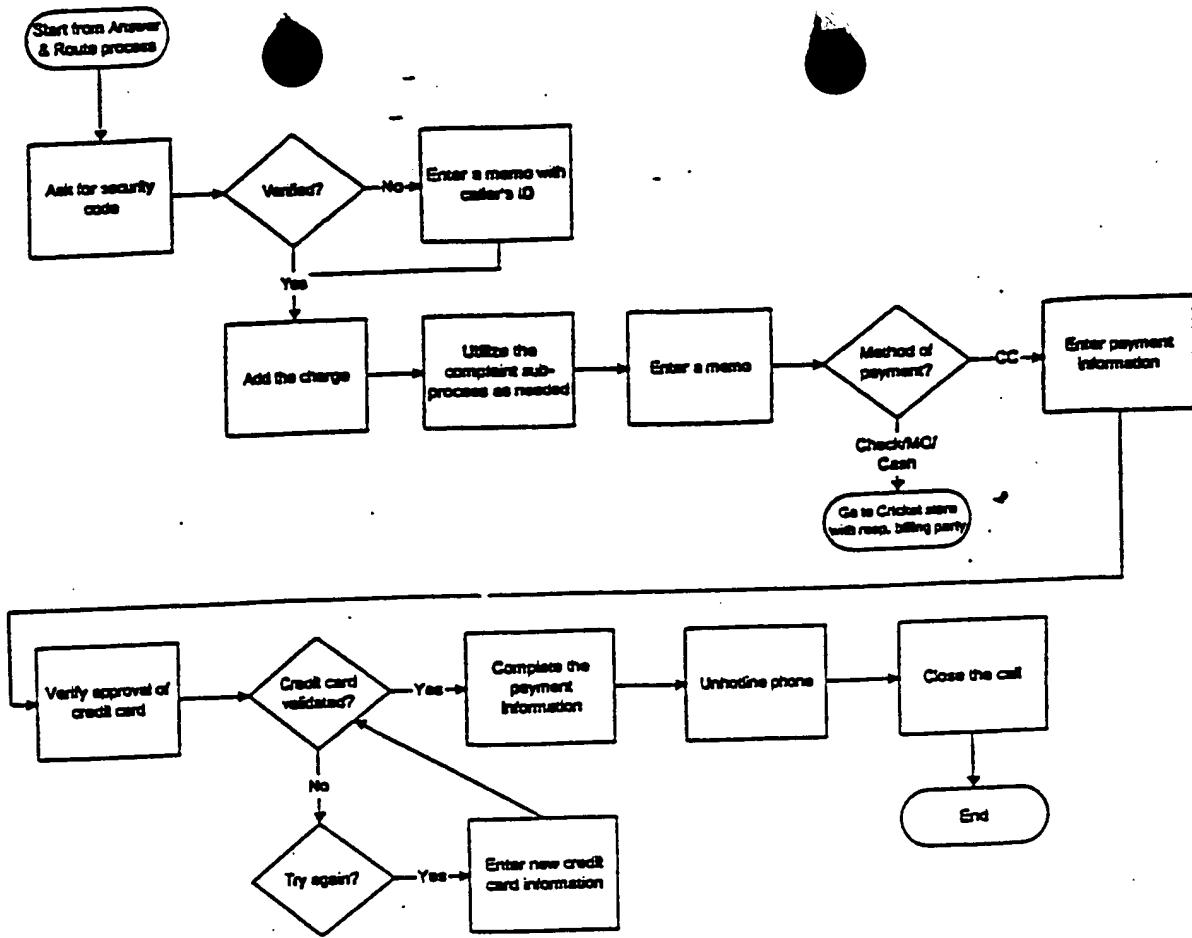


Fig.30

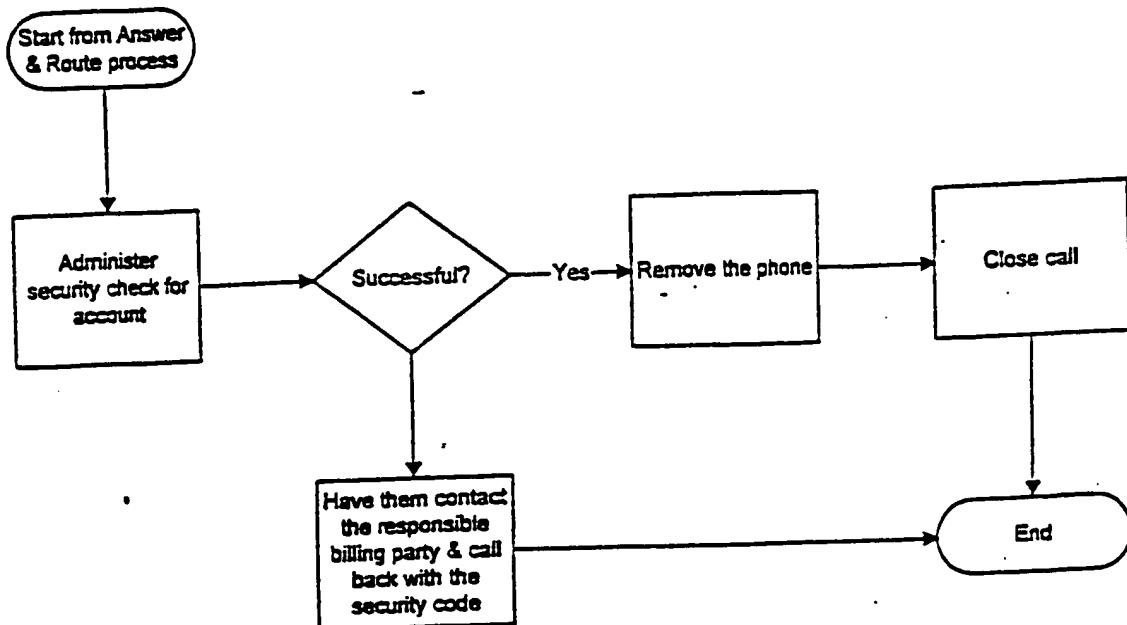
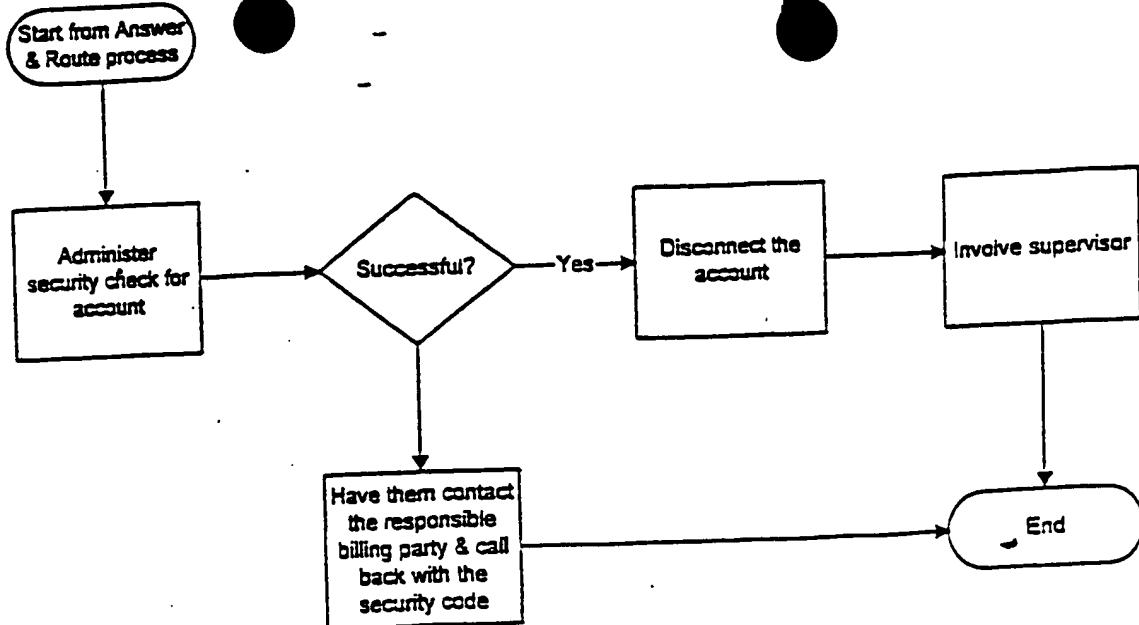


Fig.31



- FIG. 32

Page No. 55022260

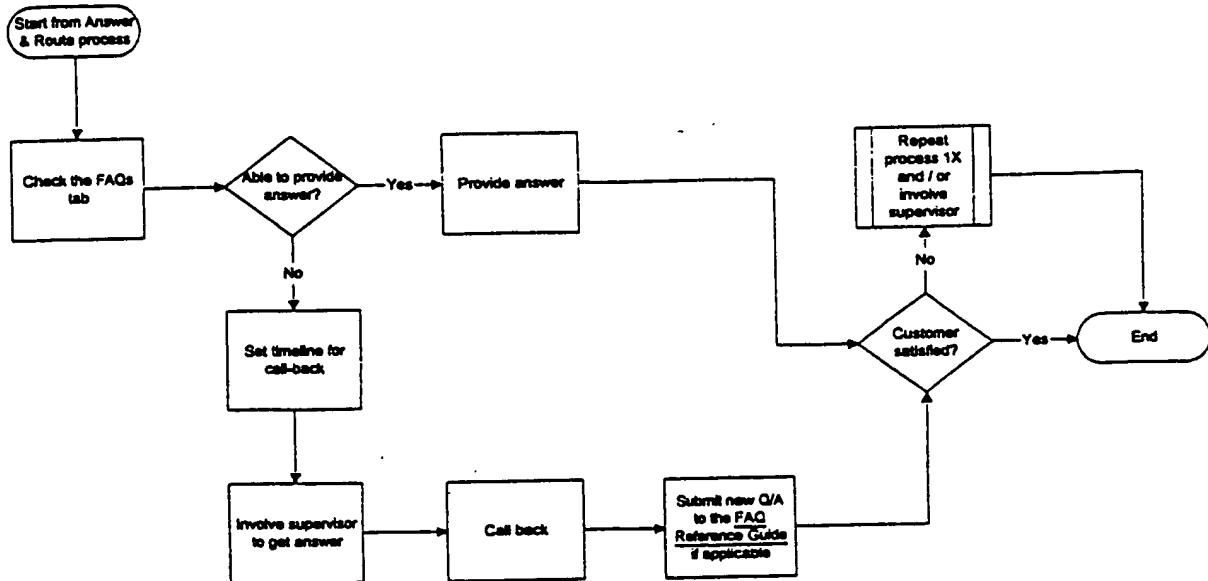


FIG. 33

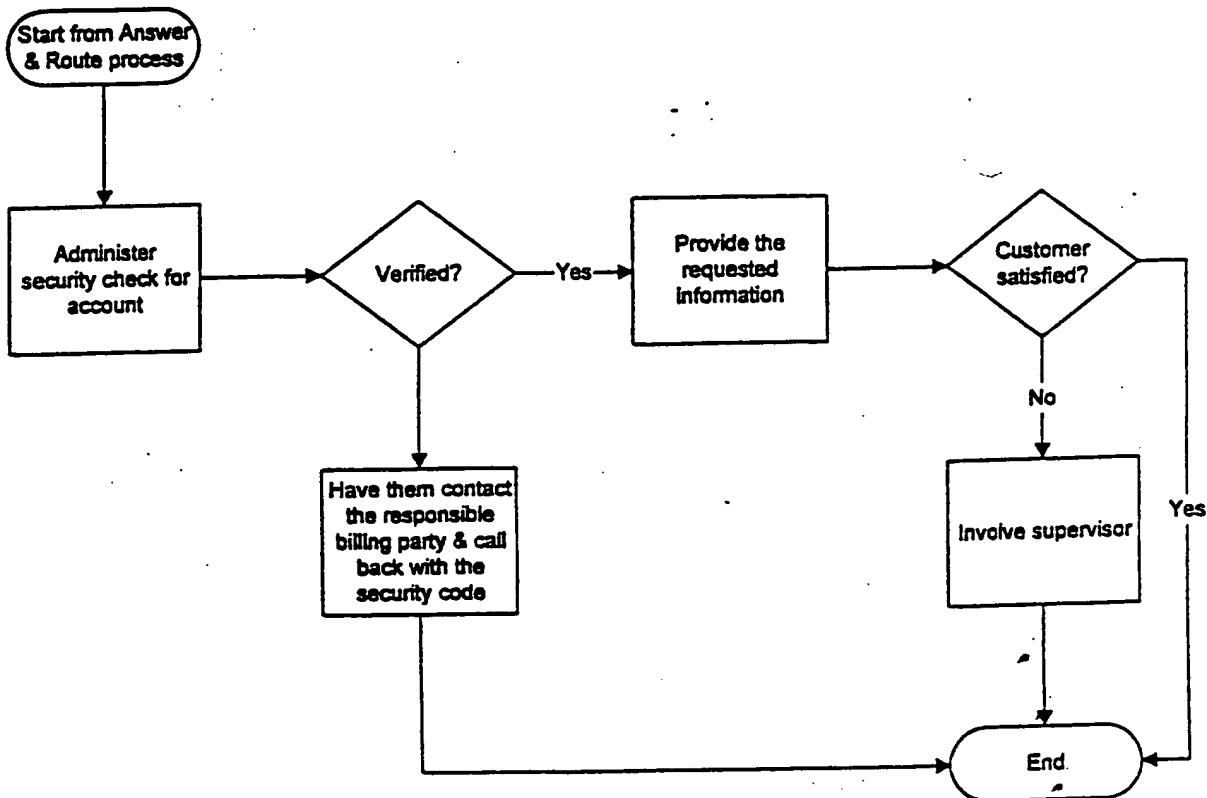


Fig. 34

**This Page is Inserted by IFW Indexing and Scanning
Operations and is not part of the Official Record**

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- BLACK BORDERS**
- IMAGE CUT OFF AT TOP, BOTTOM OR SIDES**
- FADED TEXT OR DRAWING**
- BLURRED OR ILLEGIBLE TEXT OR DRAWING**
- SKEWED/SLANTED IMAGES**
- COLOR OR BLACK AND WHITE PHOTOGRAPHS**
- GRAY SCALE DOCUMENTS**
- LINES OR MARKS ON ORIGINAL DOCUMENT**
- REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY**
- OTHER:** _____

IMAGES ARE BEST AVAILABLE COPY.

As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.